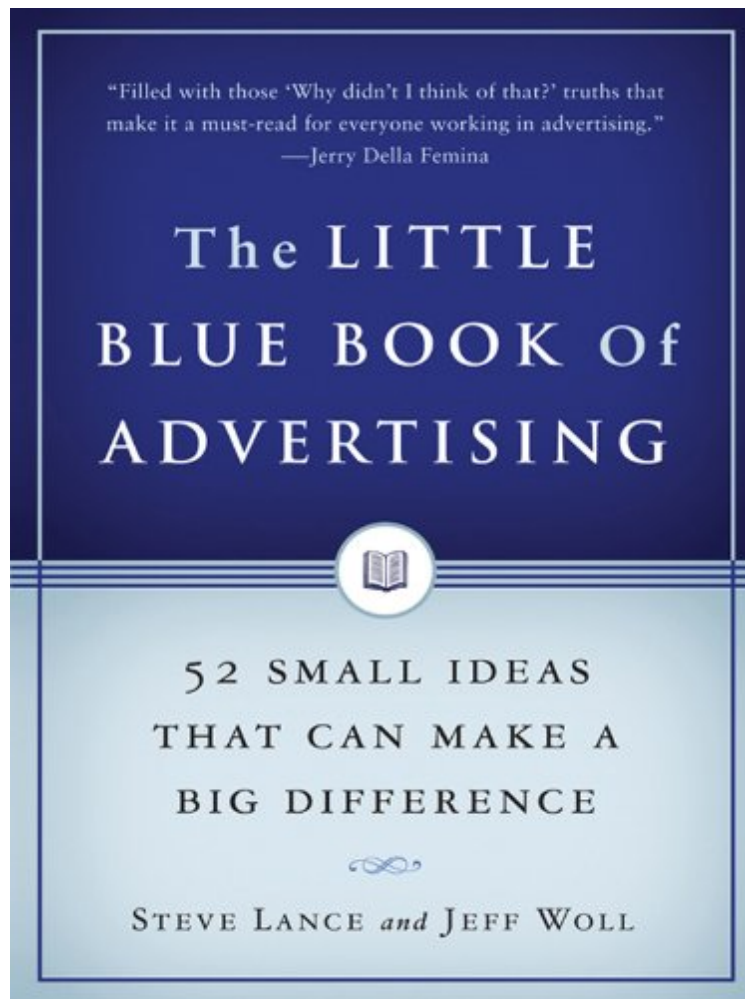


(Download free ebook) The Little Blue Book of Advertising: 52 Small Ideas That Can Make a Big Difference

The Little Blue Book of Advertising: 52 Small Ideas That Can Make a Big Difference

Steve Lance, Jeff Woll

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Steve Lance, Jeff Woll : The Little Blue Book of Advertising: 52 Small Ideas That Can Make a Big Difference before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Little Blue Book of Advertising: 52 Small Ideas That Can Make a Big Difference:

0 of 0 people found the following review helpful. A Great Small BookBy FabulousA great small book to get you into the pros and cons of marketing. I keep both The Little Blue Book of Marketing and the Little Blue Book of Advertising right on my desk.0 of 1 people found the following review helpful. A little insight, a few things to remember.By R. StewartI was happy that I bought this book, as I read through the first few pages I was reassured I had bought a useful book.Simple but effective ideas, yes some ideas are so simple that you already know them - but this

book reminded me that they are much more than ideas to pass over and assume everyone knows. It helped me to establish my personal criteria/review list that includes some of the key points mentioned in the book that at times need to be repeated and that can help guide teams and your reviews of their work. In my mind it was worth the money and I'm happy to recommend it, small and cute enough to read on the bus in the morning, a good way to start the day. 5 of 7 people found the following review helpful. Rich in Reality By Brad Shorr The authors are obviously battle-scarred veterans of the big agency ad wars. Every sentence of this how-to guide oozes with common sense and experience. Their tips range from the prosaic to the provocative: for example, they suggest Underpromise and Overdeliver (duh!); and at the other extreme, Quality Is the Absence of Non-Quality Signals (huh?). Still, I can't fault the authors for stating the obvious, because in the real world, the obvious is what companies neglect to do, over and over and over. In fact, the obvious, paying attention to tried-and-true methods, thinking inside the box, is one of their major themes. Some others: 1. Your brand is BY FAR your most valuable asset. 2. You can't manage what you can't measure. 3. Marketing, creative, and research must work together to create great advertising. 4. Stress benefits (sounds easy, but rarely done). Beyond its value as a guide for advertisers, the book will help any executive in any department who wants to improve his management skills. The authors focus on leading and building teams, handling personalities, navigating corporate politics, and executing projects. Nice job!

These days, the fundamentals of advertising that truly build great brands are often overlooked. But Steve Lance and Jeff Woll are leading a back-to-what-works movement with *The Little Blue Book of Advertising*. This is a short, fun-to-read, practical book designed to be read quickly and referred to again and again. Each of their fifty-two ideas relates to day-to-day problems with real examples, then provides an innovative, sometimes blunt solution. For instance: #3 Read what your customer reads, watch what she watches #10 Quality is the absence of nonquality signals #15 Sell the benefit, the advantage, and the feature in that order #19 Get the no-bodies out of your approval process #41 Know when and how to scream "No!" Just as Jeffrey Gitomer's hugely successful *The Little Red Book of Selling* became the gotta-have resource for salespeople, Steve Lance and Jeff Woll have written the perfect handbook for what does and doesn't work in today's advertising world.

Filled with those 'Why didn't I think of that?' truths that make it a must-read for everyone working in advertising. -- Jerry Della Femina About the Author Steve Lance and Jeff Woll are partners at Unconventional Wisdom, a creative resource group. Lance was formerly a creative director with Della Femina, Travisano Partners and creative director of NBC. Woll was a twenty-year veteran of Ogilvy Worldwide, including stints as COO of their Montreal office and CEO of Ogilvy Mather Partners in New York. Both authors have won numerous industry awards. Jeff Woll and Steve Lance are partners at Unconventional Wisdom, a creative resource group. Lance was formerly a creative director with Della Femina, Travisano Partners and creative director of NBC. Woll was a twenty-year veteran of Ogilvy Worldwide, including stints as COO of their Montreal office and CEO of Ogilvy Mather Partners in New York. Both authors have won numerous industry awards.