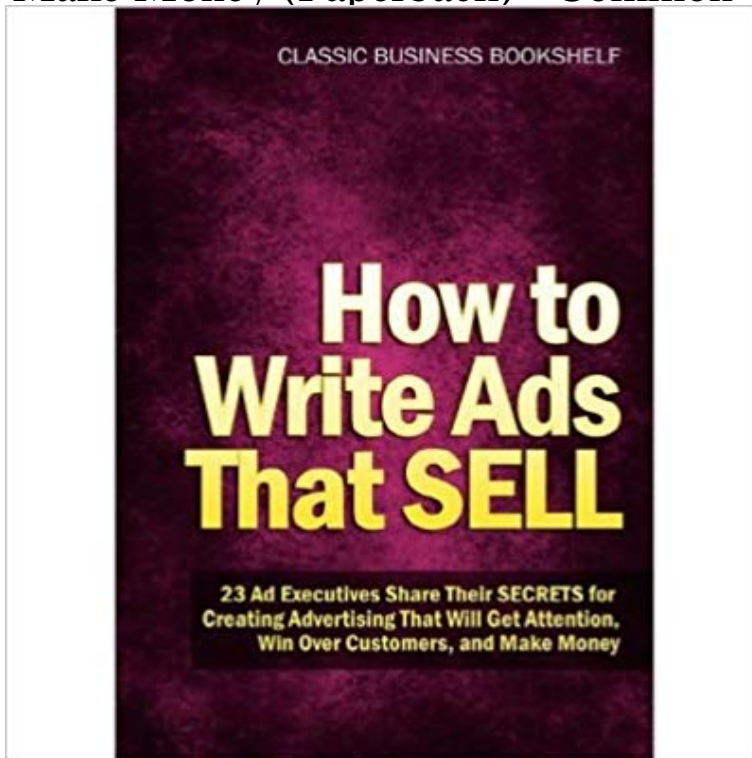


## How to Write Ads That Sell - 23 Ad Executives Share Their Secrets for Creating Advertising That Will Get Attention, Win Over Customers, and Make Money (Paperback) - Common



The Real Mad Men of Madison Avenue Reveal Their Best 460 Advertising Secrets! Today, people are being bombarded with advertising wherever they are. These days, its harder than ever to get their attention and get them to take action. But, believe it or not, things are a lot better now than they used to be... Fifty years ago, many of the aspects of advertising we take for granted today, such as onli...

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