

Confessions Of An Advertising Man

Confessions Of An Advertising Man *FREE* *confessions of an advertising man* 1. Creating successful advertising is a craft, part inspiration but mostly know-how and hard work. If you have a modicum of talent, and know which techniques work at the cash register, you will go a long way. 2. The temptation to entertain instead of selling is contagious. 3. The difference between one advertisement and another, when measured in

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