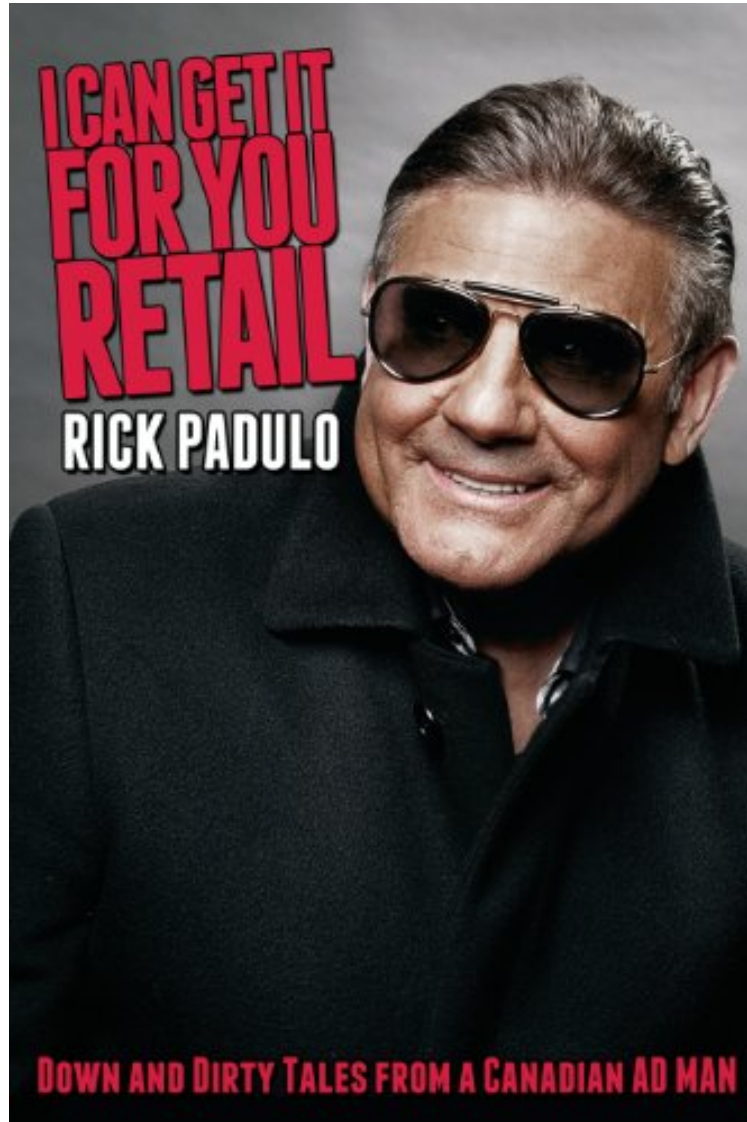


(Download free ebook) I Can Get It for You Retail: Down and Dirty Tales from a Canadian Ad Man

I Can Get It for You Retail: Down and Dirty Tales from a Canadian Ad Man

Rick Padulo

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Rick Padulo : I Can Get It for You Retail: Down and Dirty Tales from a Canadian Ad Man before purchasing it in order to gage whether or not it would be worth my time, and all praised I Can Get It for You Retail: Down and Dirty Tales from a Canadian Ad Man:

Rick Padulo and his company Padulo Integrated Inc. created vastly successful advertising campaigns for Leon's

Furniture, Black's Photography, and Zeller's, among many other businesses. Now one of Canada's top ad men tells the down and dirty tales of how he reshaped the image of the retail industry.

While every agency president claims to care more about moving client product than winning awards, with Padulo you believe he really means it. (Marketing magazine 2012-05-07) To make it in retail in North America you have to be Bloody Mindedly Brilliant or hire Rick Padulo. Here's a fast, fascinating read that pulls back the curtain on how to be successful in the most cutthroat business out there by a guy who's done it brilliantly over and over again. (Geoffrey B. Roche)One will never meet a person more passionately committed to achieving success. Rick has an uncanny ability to attract and surround himself with the best creative people in the industry. (Al Flood former Chairman and CEO, CIBC)Rick knows what he's doing! The Lowest Price is the Law positioning was inspired --- its execution was flawless and its success unprecedented. (Paul Walters former President, Zellers)You'll laugh, you'll cry, you'll take notes, but you won't get bored. (David Steinberg Comedian, Actor, Producer, Director)The Rexall Family of Pharmacies, A Pharmacy First ... Rick did that! Business journalists write about it. Business school professors use it as a case study. What more can I say? (Andy Giancamilli President and CEO, Rexall)About the AuthorRick Padulo of Padulo Integrated Inc. has led the advertising/marketing campaigns for the first-, second-, or third-largest retailer in almost every retail category in Canada and the United States. Padulo Integrated Inc., Toronto, has won many traditional advertising awards and was chosen one of the 50 best managed private companies in Canada. Rick has been selected both Entrepreneur of the Year and Marketer of the Year. He lives in Toronto.