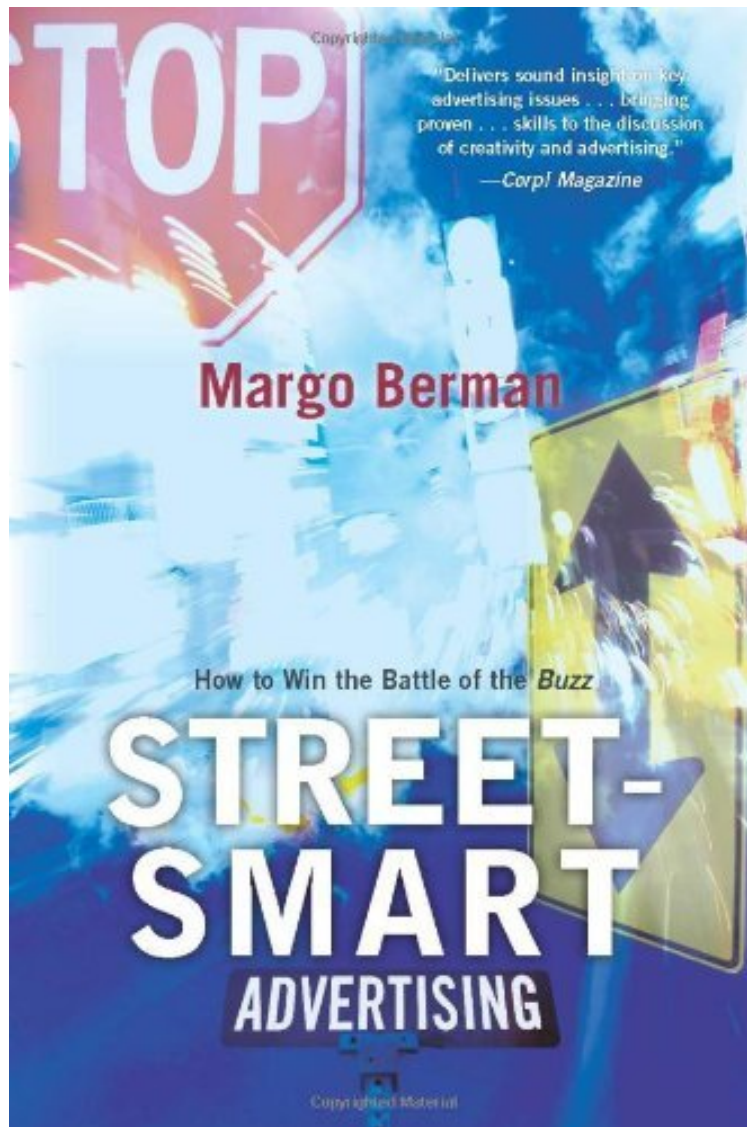


[Download free ebook] Street-Smart Advertising: How to Win the Battle of the Buzz

## Street-Smart Advertising: How to Win the Battle of the Buzz

*Margo Berman*

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**Margo Berman : Street-Smart Advertising: How to Win the Battle of the Buzz** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Street-Smart Advertising: How to Win the Battle of the Buzz:

0 of 0 people found the following review helpful. This book is packed with expertise from an experienced professional ...By JackThis book is packed with expertise from an experienced professional. Since there's two sides to every advertisement, the book includes advertising perspectives with both the public's and the advertiser's perspectives. While reading, the two views can leave you "too informed" because you get so much examples and information, and the writer provides these abundantly. Nonetheless, it's all very clear, extremely educational, and

VERY giving. There's A LOT to receive from this book! 1 of 1 people found the following review helpful. The perfect tool for an advertising professional  
By Gabriela Laguna  
Street-Smart Advertising: How to Win the Battle of the Buzz  
Street-Smart Advertising, is a great tool for any advertising professional. It touches every base and it helps in expanding knowledge and creativity. From beginning to end this book is full of important information every advertising professional should know about and full of insights from other advertising professionals that have made a great impact in the industry. The advertising industry is ever changing and having this book on hand will be of great help for everyone who wants to be part of this great and creative industry. Margot Berman is a very knowledgeable professional and is great she's able to share her knowledge as well as other professional's knowledge and experiences with us.  
0 of 0 people found the following review helpful. Five Stars  
By Monserrat Sierra  
Great information! If you want to learn advertising, this is the book to get.

Even the most creative minds need stimulation. Inspiration can come from examples of exceptional work, exercises designed to motivate, or time to reflect. The more inventive pieces the mind takes in, the more resources it has to draw from. Street Smart Advertising: How to Win the Battle of the Buzz contains countless examples designed to jump-start the right side of the brain. Margo Berman's book is packed with memorable uses of new media, exciting on-strategy marketing, creative online work, and insightful quotes by giants in the advertising industry. She offers innovative techniques to generate 'sticky' slogans and headlines, easy-to-apply copywriting tips, and practical revision strategies. Berman has updated the book to reflect how online media has changed its approach from 'pushing' information to the audience to 'pulling' - i.e., engaging the audience in a brand. By using social networking groups like Facebook and Twitter, the author points out, even small companies can have a giant digital footprint by leveraging their online presence, offering relevant insights, and stimulating consumer-created content. In tough economic times, Berman says, savvy advertisers don't need huge budgets to engage the audience and create forums for them to share ideas. The biggest change in marketing is reaching people through new touch points: through audience intersection, viral marketing, and online dialogues. As Street Smart Advertising makes clear, those who become victorious in this new marketing arena will win the battle of the buzz.

Readers are encouraged to rethink traditional media usage, develop self-promotion materials, explore new advertising vehicles, and think in a more creative way... While written for advertising students and professors, the book may also interest professionals who enjoy reading about campaigns that created global buzz. (Reference and Research Book News, February 1, 2007) Recommended. (CHOICE) Loaded with lots of great ideas and concepts. Guaranteed to stimulate your thinking and your creative juices. (Al Ries, Ries Ries; author of The Origin of Brands) In Street-Smart Advertising, Margo Berman gives you the answers to the questions you must ask if you're embarking upon a battle for the buzz that you want to be sure to win. (Jay Conrad Levinson, author of the 'Guerrilla Marketing' book series) [Street-Smart Advertising is] a savvy primer replete with the back-stories of the most successful ad slogans of all time, like Nike's 'Just Do It.' Plus a few clunkers, like Nike's not-so-sticky follow-up campaign. Show of hands: Who remembers 'Yes you can?' (Sky Magazine) Unravels the mystery of what creates a buzz in today's challenging marketplace... This handy guide is packed with excellent visual examples, comments by top creative talents, applicable advertising techniques, and more. (Hao-Odnla) About the Author Margo Berman has been a marketing consultant for 20 years, with her own ad and PR agency; Global Impact; for more than 17 years. As a creative talent, she's won numerous regional, national, and international awards, with clients like American Express, Alamo Rent A Car, Clientele and Banana Boat. In addition, she is professor of advertising at Florida International University.