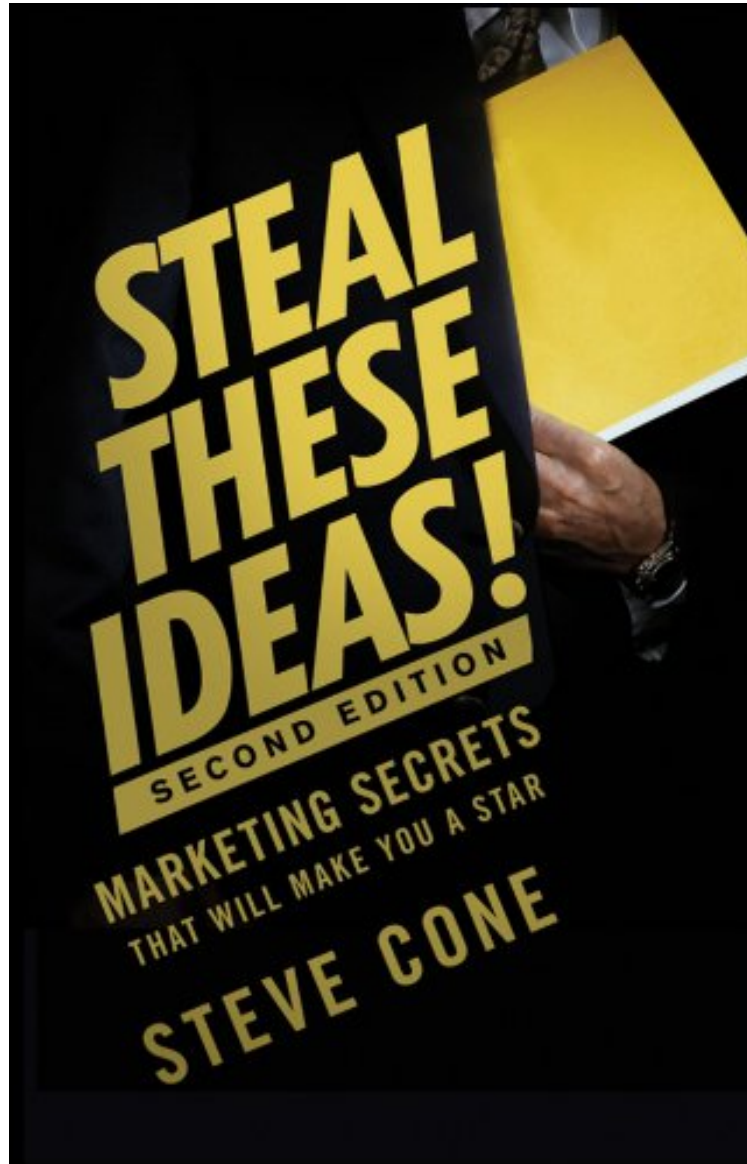


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Steal These Ideas!: Marketing Secrets That Will Make You a Star (Bloomberg)

Steve Cone

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Steve Cone : Steal These Ideas!: Marketing Secrets That Will Make You a Star (Bloomberg) before purchasing it in order to gage whether or not it would be worth my time, and all praised Steal These Ideas!: Marketing Secrets That Will Make You a Star (Bloomberg):

0 of 0 people found the following review helpful. Good source of ideas and infoBy RobertjgahwilerjrThis is a good source of information for businesses who are starting because it helps explain how to utilize a spokesperson, colors

and advertising it even gives you examples. In order to explain the point about ads it gives you advertisements from various companies on what to do and not to do as examples. I would recommend this book for many reasons but I believe you have to read it to understand why it is so good for anyone starting or even in an existing business to use. 14 of 17 people found the following review helpful. Full of practical marketing ideas that can be applied to any business. By Sing Chan This book is a fun, fast read that will help both seasoned marketing professionals and novices. It's written in a clear cut, down to earth manner and chock-full of examples that help the reader understand what makes marketing campaigns successful. I came away with ideas that I could apply immediately, such as how to create more compelling marketing materials, how to foster relationships with customers who have the most impact on the bottom line, and pitfalls to avoid when developing a marketing campaign. My bookshelf is full of marketing books since I'm a marketing professional, but this is one book I'll actually re-read and keep referring back to. 1 of 3 people found the following review helpful. A Marketing 101 Review By Gregory Alford The information in this book is hardly revolutionary. However, "Steal These Ideas," serves as a solid introduction or refresher course concerning marketing methods. Cone is easy to read and makes his points quickly, which is a blessing.

The marketer's guide to standing out from the crowd and connecting with consumers As advertisements become more ubiquitous online and off, the struggle to really capture a customer's attention is heating up. In *Steal These Ideas!*, Second Edition, Steve Cone, internationally renowned marketing expert, reveals how to resonate with a target audience, providing a fresh perspective riddled with pearls of wisdom and wit. Full of practical ideas that the reader can learn in a matter of hours, and apply successfully to their business for years, *Steal These Ideas!* proved an instant classic on outside-the-box marketing when it first published in 2005, and this newly revised edition, refreshed for the present day, promises to have the same impact as its predecessor. This new edition includes material on social networking, customer loyalty campaigns, building websites, and sending effective email blasts The book is illustrated throughout with examples of the good, bad, and ugly in advertising Includes new ideas on how to take full advantage of online marketing and social media Highlights the art of building an effective loyalty program, the power of public relations and sponsorship, and using a spokesperson Author Steve Cone is the Executive Vice President of AARP Everything you didn't learn in business school (or in the field), *Steal These Ideas!* gives marketers the edge in today's fast-paced, oversaturated marketplace.

ldquo;A busy executives dream. . . . Peppered with practical lessons and engaging anecdotes. All in all, there are plenty of ideas here worth stealing. rdquo; mdash; The Wall Street Journal ldquo; Cone discusses the value of conferring a lsquo;personalityrsquo; upon a product, business or service as a way of subtlymdash;but powerfullymdash;making a connection to customers. All successful politicians do just that, and the lsquo;marketing secretsrsquo; in the book are really ways to create that type of bond. Along with his practical advice, Conersquo;s insights into the thoughts behind the words are invaluable. rdquo; mdash; Miami Herald ldquo; Marketing mavens who treasure their jobsmdash;or better yet, want to move aheadmdash;will find themselves constantly using Conersquo;s incredible cache of ever-insightful tips and ideas as their guide to innovation and success. rdquo; nbsp; mdash; Steve Forbes, CEO, Forbes Inc. ldquo; With *Steal These Ideas!* Steve Cone provides a clear and no-nonsense guide for getting it done now. rdquo; nbsp; mdash; Faith Popcorn, Founder and CEO, Faith Popcornrsquo;s BrainReserve ldquo; Loaded with lots of great marketing ideas. A steal at only \$18.95. rdquo; nbsp; mdash; Al Ries, Author of *The Origin of Brands* nbsp; nbsp; ldquo; I thought I would never need to read another marketing book until I picked up Conersquo;s fun, fast, and fantastic guide that can help any size business anywhere immediately go from ho-hum marketing to world-class. rdquo; nbsp; mdash; Jon Linen, nbsp; Vice Chairman, American Express ldquo; With lots of good information on key marketing topics, Steve Cone breaks down branding issues and delivers them with a refreshing approach and wry sense of humor. rdquo; mdash; Claire Rosenzweig, CAE, CPMP, nbsp; President, Promotion Marketing Association, Inc. ldquo; Itrsquo;s not getting easier out there. So whatsquo;s one to do? You need the hard-earned lessons provided by campaigns that worked and someone who can extract their secret ingredients. Steve Cone does all that with a true knowledge of our craft and the no-nonsense approach of someone who knows, understands, and respects consumers. Does he reveal too much? Yes! Now, some of the best secrets in our industry are all in one place for all to see. rdquo; nbsp; mdash; Daniel Morel, nbsp; Chairman and CEO, Wunderman ldquo; Entertaining, informed, accessiblemdash; *Steal These Ideas!* is all that and more. Irsquo;ve been faxing pages to clients with a note saying, lsquo;Hey, read this. Itrsquo;s by someone who learned from the same mistakes yoursquo;re making and can make it all better. rsquo; rdquo; mdash; Richard Laermer, CEO, RLM PR, Author of *Full Frontal PR* ldquo; This book is filled with practical advice for marketers, and the considerable insight that Steve Cone provides can be used every single day. The lessons he learned and shares are the culmination of his unique career as a marketing visionary for more than three decades. rdquo; mdash; Adam Aron, Chairman/CEO, Vail Resorts (Vail, CO) From the Publisher This book by Steve Cone has received extensive praise from the marketing and business community. But, no one has summed it up better than Richard F. Zannino, then COO of Dow Jones Co. (now CEO). He said in the *Wall Street Journal*, "In less than 200 pages, Mr Cone provides a crash course on the art and science of marketing. He

imagines his audience as aspiring marketing stars and executives, but even those of us who are not can benefit from his 'secrets.' His book is an busy executive's dream: well-organized, easy to read, packed with lucid opinions and lively examples. It includes bullet-point summaries and pithy checklists. He doesn't merely offer advice but unabashedly tells us what to do. He gets away with this less because of his advertising pedigree than because of the logic of the case he makes." Al Riis, author of 'The Origin of Brands', says it is "loaded with great marketing ideas" and calls it "a steal at \$18.95." Steve Forbes, CEO of Forbes, Inc., says, "Marketing mavens who treasure their jobs--or better yet, want to move ahead--will find themselves using Cone's incredible cache of ever-insightful tips and ideas as their guide to innovation and success."