

Flash! - Susan F. Benjamin

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A customer's decision about a product or service happens in less than a fraction of a second. And the company that knows how to make that first impact--that flash--is ahead of the field. In this revolutionary book, Susan Benjamin shows you how to tap into consumers' gut reactions, using them to build powerful marketing campaigns. With examples from both large and small companies, she demonstrates how to:

Find attention-getting taglines that will generate client interest; Use online networks and social media to create viral Buzz; Produce a website that will grab viewers' attention and hold it. The right words, the right symbols, the right marketing can evoke that sudden burst of enthusiasm that will keep buyers coming back over and over again. This book helps you understand how to spark that valuable energy. Because it all happens in a flash!

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