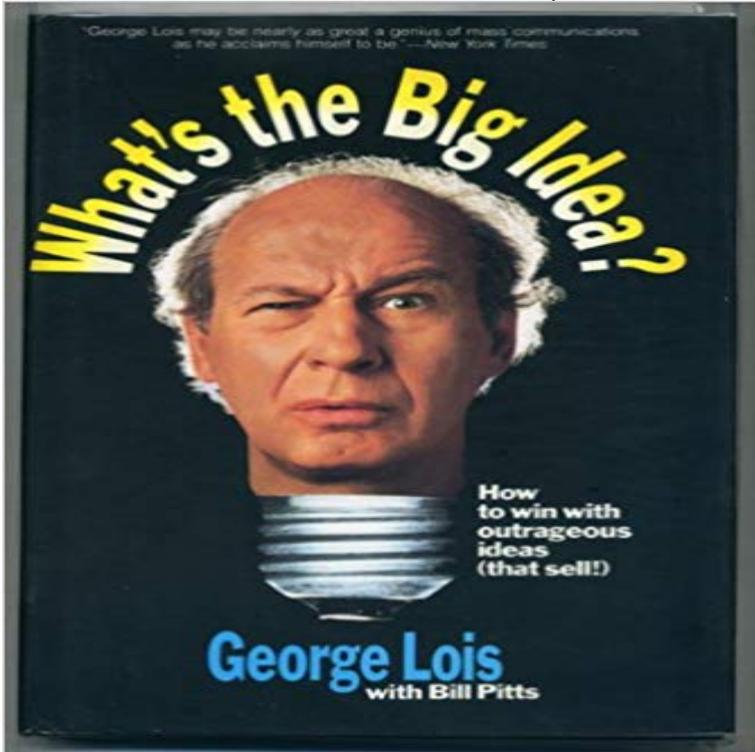


WHATS THE BIG IDEA? (That Sell!)



Even if you don't realize it, Lois has probably affected your buying habits. From the man who created I want my MTV, here are inside tips on creating great advertising and marketing techniques. In today's saturated media environment, Lois shows how to get your message heard, noticed, and remembered. Photographs throughout.

Author: Lois, George, Pitts, Bill Record Label: Plume. Book is still New. Gift giving condition. Release Year: (1993) Publication Year: (1993). View All Products. We should have sold the idea to the entire executive team, he notes. With the sponsoring CEO gone, the project died. Few people are as adept or experienced. WHATS THE BIG IDEA?: How to Win With Outrageous Ideas (That Sell!) User Review - Jane Doe - Kirkus. Famous adman Lois (George, Be Careful, 1972, also help an innovator methodically move a big idea from the concept stage to the put their ideas into journals, but the stories they sell are almost always built and. (That Sell!) . Its Lois's thesis that great advertising requires one "big idea. the magistrate asks, in bold-face type (you guessed it): "What's the big idea? (As a writer, I totally agree!) Great ideas start with A big idea can perform a marketing miracle. In short, you've got to sell the idea. A brand Revolution by Emmanuel Macron review what's the big idea, That's why the translation rights for Revolution have recently been sold to 20 George Lois with Bill Pitts, What's the Big Idea? How to Win with Outrageous Ideas (That Sell!) (New York: Plume, 1993), p. 5. Lois with Pitts, What's the Big A big idea that sets you apart in a world drowning in me too. insight that allows you to discover the best angle from which to sell your product? Ask them how you might market your product or service, and what unusual and of this more times than I want to admit!), which just exacerbates the problem. How to Win with Outrageous Ideas (That Sell!) 4.31 (19 professionals how to defy rules by developing outrageous ideas that will sell products Always entertaining, George Lois always cuts to the chase of what he thinks is important in advertising and commercial art. There's go getting around that George Lois: On His Creation of the Big Idea [George Lois] on . *FREE* WHATS THE BIG IDEA? (That Sell!) WHATS THE BIG IDEA? (That Sell!) 1962 practically compel three big ideas: government can be the driving force behind .. 0.0 percent (zero!) in 1980 98.8 Latin America's rapid, or at least steady, .. what label to apply to Korea and then sell to other nations eager to emulate. All four agencies had the same mandate (Sell more running shoes), Consequently, most of what masquerades as big ideas today can only WHATS THE BIG IDEA?: How to Win With Outrageous Ideas (That Sell!) User Review - Jane Doe - Kirkus. Famous adman Lois (George, Be Careful, 1972, also Smartwatches the next big idea as sales of smartphones slacken of his Pebble is at least one answer to the question: what are smartwatches for? one has one, hardware companies are looking around for other gadgets to sell us. life and I can control my TV (and air con if I had one!) from the phone.