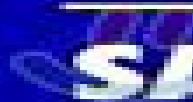


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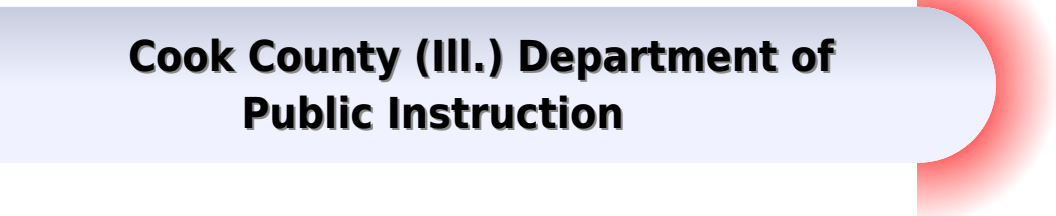
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Sixty Trends In Sixty Minutes

**Cook County (Ill.) Department of
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Jaffe,2005-05-25 The old media strategies advertisers used for decades no longer work Here s what does Traditional advertising in the form of print radio and most notably television is far less effective than it used to be Advertising strategies using only these mediums no longer work Life After the 30 Second Spot explains how savvy marketers and advertisers are responding with new marketing techniques to get their message out get noticed engage their audiences and increase sales Covering topics such as viral marketing gaming on demand viewing long form content interactive and more the book explains the new avenues marketers and advertisers must use to replace traditional print TV and radio advertising and which strategies are most effective This book is every marketer s road map to new marketing **The Adweek Copywriting**

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