

Put simply, when it comes to your business, your new idea, even yourself, this book can be the difference between a Who cares? and a Holy cow! Business, both big and small, is in desperate need of new ways to inspire bored and cynical consumers who have grown weary of the same old song and dance. In today's information economy, it doesn't matter how many people you reach, but how much attention they pay. And the best way to get attention is with the powerful, but largely misunderstood, element of surprise. Pow! Enter Andy Nulman with the art of surprise marketing. An explosive new outlook, surprise marketing solidifies the bond between you and your customers like nothing else, and keeps them coming back for more by providing a continuous flow of what they never expected. Pow! Right Between the Eyes reveals the secrets, theories, and tactics of surprise marketing, and wields outrageous real-world examples (and even more outrageous tools like The Lubricant to Yes and Euphoric Shock) to help expand the boundaries of the extreme and create a bigger bang for bigger profits. On his quest to unlock the secret of why some things knock your socks off and others put you to sleep, Nulman shares insights from director Alfred Hitchcock, designer Philippe Starck, playwright David Mamet, Family Guy creator Seth McFarlane, Harvard psychologists, songwriters, bloggers, and even the inventor of Pirate Booty snack chips. Surprising choices for a business book? Well...what did you expect?

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