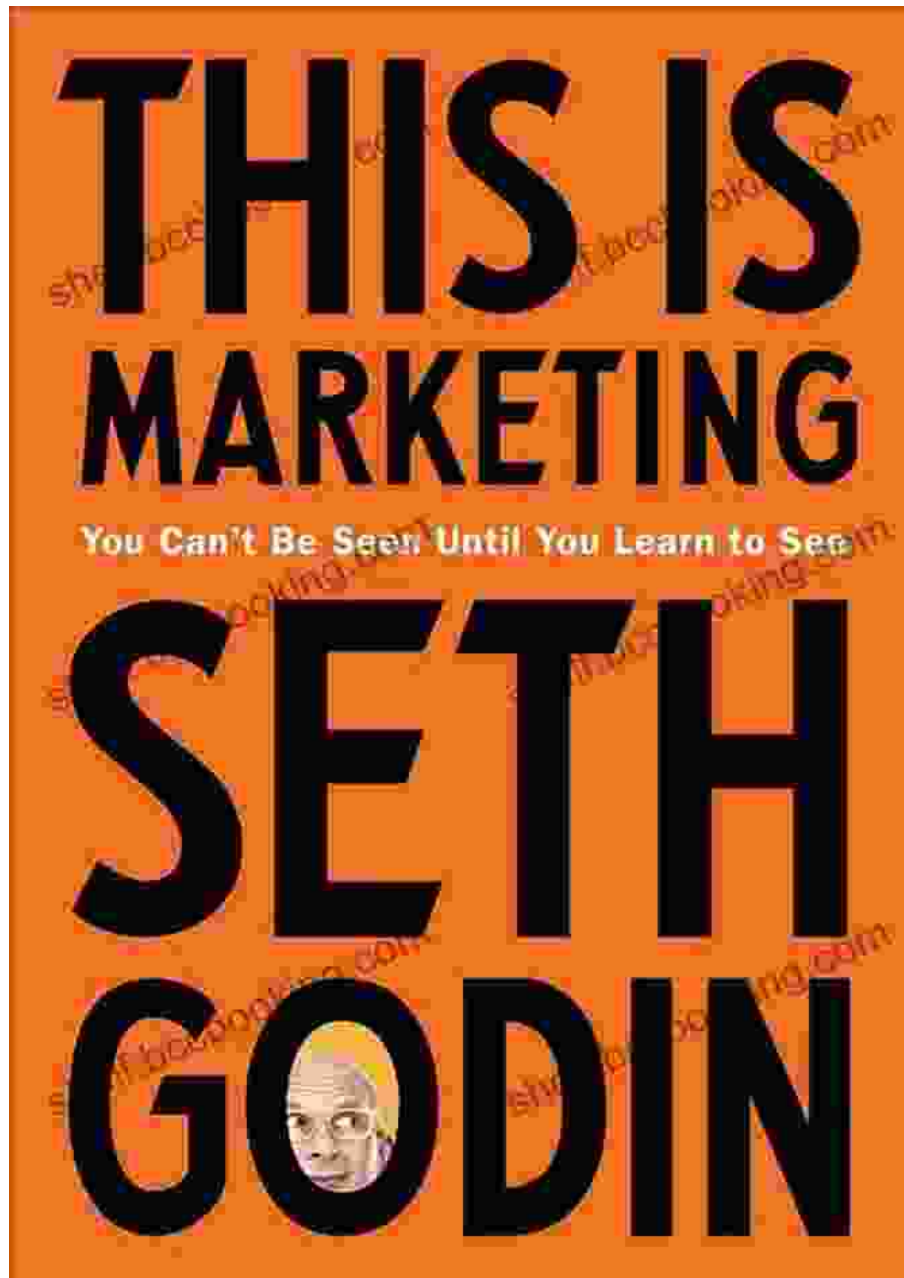
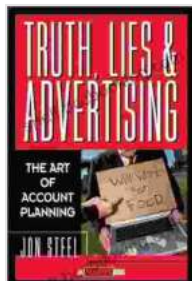


Truth, Lies, and Advertising: The Ultimate Guide to Marketing and Persuasion



In the world of marketing and advertising, the line between truth and lies is often blurred. Advertisers use every trick in the book to get you to buy their products, and it can be difficult to know what's real and what's not. That's

where Truth, Lies, and Advertising comes in. This groundbreaking book by marketing guru Seth Godin will teach you everything you need to know about the art of persuasion.



Truth, Lies, and Advertising: The Art of Account Planning (Adweek Magazine Series Book 3) by Jon Steel

★★★★☆ 4.4 out of 5

Language : English

File size : 4310 KB

Text-to-Speech: Enabled

Screen Reader: Supported

Word Wise : Enabled

Print length : 320 pages

Lending : Enabled



What You'll Learn

In Truth, Lies, and Advertising, you'll learn:

* How to identify the different types of advertising * How to understand the psychology of persuasion * How to create effective marketing campaigns * How to avoid being fooled by false advertising

Who This Book Is For

Truth, Lies, and Advertising is a must-read for anyone who wants to understand the world of marketing and advertising. Whether you're a business owner, a marketing professional, or a consumer, this book will give you the knowledge you need to make informed decisions.

About the Author

Seth Godin is a marketing guru, entrepreneur, and author. He is the founder of Squidoo, Yoyodyne, and the altMBA program. Godin has written 18 books, including the bestsellers "Purple Cow" and "Linchpin."

Reviews

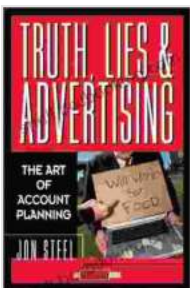
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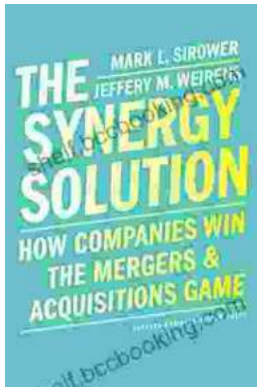
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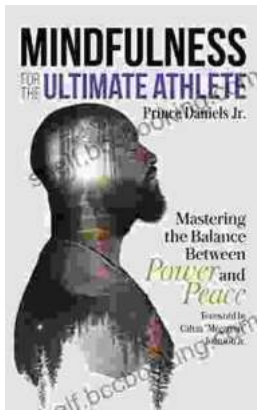
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