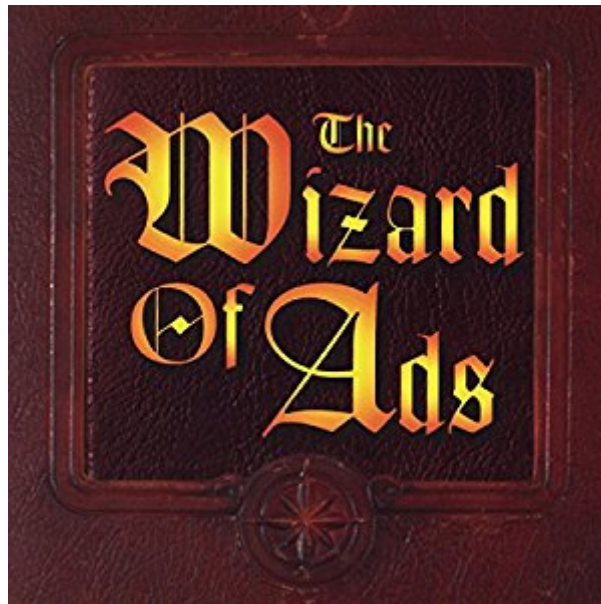


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# The Wizard Of Ads: Turning Words Into Magic And Dreamers Into Millionaires



## Synopsis

Forget Madison Avenue! Learn the unvarnished truth about what works, what doesn't and why from the most fascinating storyteller since Paul Harvey. --This text refers to the Paperback edition.

## Book Information

Audible Audio Edition

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## Customer Reviews

An enlightening thought provoking approach to advertising is found between the covers of this spell-book. It's creative and insightful throughout, and reaches beyond the "hard numbers" that often seem to dominate media buying, advertising and marketing campaigns, and news headlines. Roy pushes aside statistics and realizes that there are people just like you and me behind the numbers. An advertising campaign is a link in a chain, only one part of the sales process. This book focuses both on creating a successful advertising campaign, as well as the other links in the chain including the creation of a pleasurable shopping experience that delivers the goods or services advertised. The Wizard presents lots of anecdotal tales and advice that relate to people and real world experiences. Chances are you will be able to personally relate to many of those contained within the book. Some attention is given to advertising strategies in print, radio and television, and in what context and for what purpose they should be used. Much of "The Wizard of Ads" is a collection of feel good stories, however within each, is advice and insight into the world of sales, advertising, and people. As the author states, the reader will either love or hate the book. Ten steps to successful selling or advertising this is not, chock full of common sense approaches to reaching out and connecting with people who may become your customers it is. If you like this book, and the manner in which it is written, another fantastic, related book (written in the form of an ancient

parable) focusing on the sales process, sales strategies, and types of sales people is "Selling the Wheel" by Jeff Cox.

In a way, the title of this book (also the nickname of the author, Roy Williams) is somewhat misleading. It suggests that only advertising mavens need read the book, but that is not so. This amazing writer/thinker has challenging insights for virtually anyone who communicates for a living, or who simply likes to communicate well. The short, one page chapters are perfect for quick reading on a regular basis. However, don't be surprised--the Wizard's writing is like Lay's potato chips...you can't eat just one. I would recommend it as a gift for anyone who communicates and wants to grow in that skill.

I just finished reading the Wizard of Ads, and was completely impressed with it on every level. My husband read it first and almost insisted that I read it as well. I'm glad I did. It was very informative and easy to read as well. Before reading this book, I was looking at the online reviews and noticed the one titled "Too Religious, Too Partisan, Yuck!" or something like that. After reading this book and learning a little bit about Roy Williams, I feel compelled to respond to his comments. This book is in no way religious, and contains absolutely no political content whatsoever. The person who wrote that review apparently found out that Roy Williams once had lunch with a conservative Governor, and that he might be a Christian. He thought that reason enough to call Williams "creepy" and blast a book which it seems he never even read. Then in the middle of his review, this guy starts raling against the Bush administration and how he's responsible for boring TV ads during the Super Bowl. What??? This is obviously a bitter person who is just looking for reasons to slam people that might hold views different from his own. But in this case, the criticism couldn't be more unwarranted. Roy Williams has personally trained executives from companies such as Proctor and Gamble, USA Today, and many others. The Wizard of Ads was named Business Book of the Year, and hit #1 on both the Wall Street Journal and New York Times business best seller list. You will find absolutely no political or religious activism of any kind in this book. What you will find is extremely valuable advice that, if applied, will make your business more profitable.

Possibly the best marketing book I have read in years. Ogilvy on Advertising is the book that deserves that title when it comes to solid techniques and guidelines. The Wizards of Ads however goes way beyond technique to human nature and service factors; it is more of a structureless marketing book than it is an advertising book. You will not find any principles of design or definitions

of Reach here, but you will definitely find a lot of wisdom. The Book is divided into 100 + 1 chapters and is about 200 pages long. Which means that each chapter averages 2 pages. I could read 2 chapters between meetings. The last chapter being an epic on service, not advertising but plain service, plain ownership of responsibility for your job. "A message to Garcia" I passed copies of it to my clients and associates. I was very interested in this book when I started reading it. I am currently reading 4 different books, the reviews for which will appear soon (Focus, Unvanquished, Spin Selling, & Management Challenges of the 21st century) - I received The Wizard while reading the first 3 of the above mentioned books, of course it occupied all my reading time for 2 days and was finished before any of them. You will definitely enjoy this book. I most certainly did.

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