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POWERLINES: WORDS THAT SELL BRANDS, GRIP FANS, & SOMETIMES CHANGE HISTORY



Viva Books, 2009. Softcover. Book Condition: New. First edition. Powerlines, the exceptional slogans that people remember long after the campaign ends, stand out from the barrage of marketing messages consumers face each day. A product, service, company, candidate, or an organization with a powerline outshines the competition every time. Steve Cone, author of *Steal These Ideas!*, reveals the secrets to contemporary marketing's biggest mystery: how to conjure the phrase that will make a product irresistible and memorable. This book restores...

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- Authored by Steve Cone
- Released at 2009



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Reviews

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