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## OPTICAL

Chapter 13: TRUST YOUR TUMMY - BUT DON'T FALL IN LOVE CASE HISTORY: VASELINE PETROLEUM JELLY; CASE HISTORY: ANACIN; Chapter 14: WHAT'S IN A NAME?; TUCK-IT-AWAY SELF-STORAGE; CASE HISTORY: RAPID PARK GARAGES; MINOLTA FREEDOM CAMERAS; Chapter 15: PECKED TO DEATH BY DUCKS; CASE HISTORY: DRAMBUIE LIQUEUR; Chapter 16: LITTLE THINGS CAN MEAN A LOT; OVERVIEW OF WORKOUT/GOALS; A (LITTLE) CASE HISTORY: HOST APPAREL; Chapter 17: WHEN IS A GOOD IDEA NOT A GOOD IDEA?; CASE HISTORY: YOUR PHUFKEL; Chapter 18: DON'T BE SHY; A 50TH ANNIVERSARY; A 70TH ANNIVERSARY; THE BEST VALUE IN TIMES SQUARE EXPAND YOUR ENTHUSIASM DEAR MR. MAYOR; Chapter 19: FOUR WORDS THAT WILL GUARANTEE YOUR FINANCIAL SUCCESS; Chapter 20: HOW DID YOU DO?; MECHANICS ARE FINE FOR CARS; IT'S NOT THE PIANO THAT MAKES THE MUSIC; BRAINSTORMING; CUSTOMER SERVICE AS MARKETING; THINK BIG (AND THINK LITTLE); DON'T BE A STRANGER; Chapter 21: HOW DID I DO?; TRADITIONAL PROMOTIONS; NON TRADITIONAL PROMOTIONS; THE BLANK PAGE CONTEST; MEDIA COVERAGE; Index

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### Sommario/riassunto

In All You Need Is a Good Idea, Jay Heyman shows you how to create powerful marketing and advertising ideas that will dramatically increase sales for your business. Perfect for entrepreneurs and small business owners?or operators of any size business, for that matter, this valuable marketing resource will help any business stand out in the marketplace, build bigger market share, gain publicity, and scare the pants off the competition. This book is the perfect guide to creating truly powerful marketing messages.

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