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Nota di contenuto	Intro -- Underdog Advertising -- Table of Contents -- Introduction -- Chapter One: The Underdogs' Poster Boy -- Chapter Two: Ten Principles of Underdog Advertising -- Chapter Three: Principle #1: Think Outside The Box -- Chapter Four: Principle #2: Take Risks -- Chapter Five: Principle #3: Strategy Before Execution -- Chapter Six: Principle #4: Be Contrary -- Chapter Seven: Know Your Prospect -- Chapter Eight: Know Your Competition -- Chapter Nine: Principle #5: Select Your Battlefield -- Chapter Ten: Principle #6: Focus! Focus! Focus! -- Chapter Eleven: Principle #7: Be Consistent -- Chapter Twelve: Principle #8: Demonstrate Value -- Chapter Thirteen: Principle #9: Speed and Surprise -- Chapter Fourteen: Principle #10: Have Patience -- Chapter Fifteen: Big Dog Branding -- Chapter Sixteen: Lessons From Junkyard Dogs -- Chapter Seventeen: David And Goliath Revisited -- Appendix I: Underdog Advertising® Workbook -- Appendix II: Big Dog Branding Process Worksheets -- Acknowledgements -- About The Author -- Index.
Sommario/riassunto	'Underdog Advertising'® is written for the small-to-mid size business owner/operator who cannot afford to hire an advertising agency. The book presents principles and processes that have proven successful for

advertisers who must compete with larger companies in their industries for sales, awareness and market share. 'Underdog Advertising' has four primary components and just as David toppled Goliath with a well-aimed rock, the disciplines introduced in this book have consistently helped "budget underdogs" hit the mark and become the real winners. It may be just the weapon you need. First, under the heading 'Underdog Advertising Principles,' here are ten principles of 'Underdog Advertising' that consistently generate higher returns on advertising. These include: Principle #1 - Think Outside The Box; Principle #2 - Take Risks; Principle #3 - Strategy Before Execution; Principle #4 - Be Contrary; Principle #5 - Select Your Battlefield; Principle #6 - Focus! Focus! Focus!; Principle #7 - Be Consistent; Principle #8 - Demonstrate Value; Principle #9 - Speed & Surprise; Principle #10 - Have Patience. Next, under the heading 'Big Dog Branding' the book will cover a fast-track 'Big Dog Brand' development process that helps create branding strategies that differentiate a brand from its competitors in a meaningful and compelling way. 'Junkyard Dog Executions' is an approach to marketing tactics that deliver results beyond expectation and for those wanting even more, the 'Underdog Advertising Workbook, a how-to supplement that walks the reader step-by-step through the ten Underdog Advertising principles and helps apply them to any business situation, is made available by the author.
