

by Roy H. Williams In 100 chapters full of wit, wisdom and uncommon good sense, Secret Formulas conjures up more of the Wizards provocative observations on advertising, business, and life that won The Wizard of Ads 1998 Business Book of the Year Award "only this time, the book has nuts, bolt, and even more bite! The Wizards secret formulas will show you:

- How to find a champion to sell your ideas
- Why targeting your market can be a big mistake
- How to get customers to remember you
- Why bankers think backwards
- How to write miraculous ads
- Why the brain contains 100,000 new worlds
- Why being out of style can be profitable
- How to hire wisely and fire compassionately
- How success can send you to the poor house
- How to remember whats really important in life

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