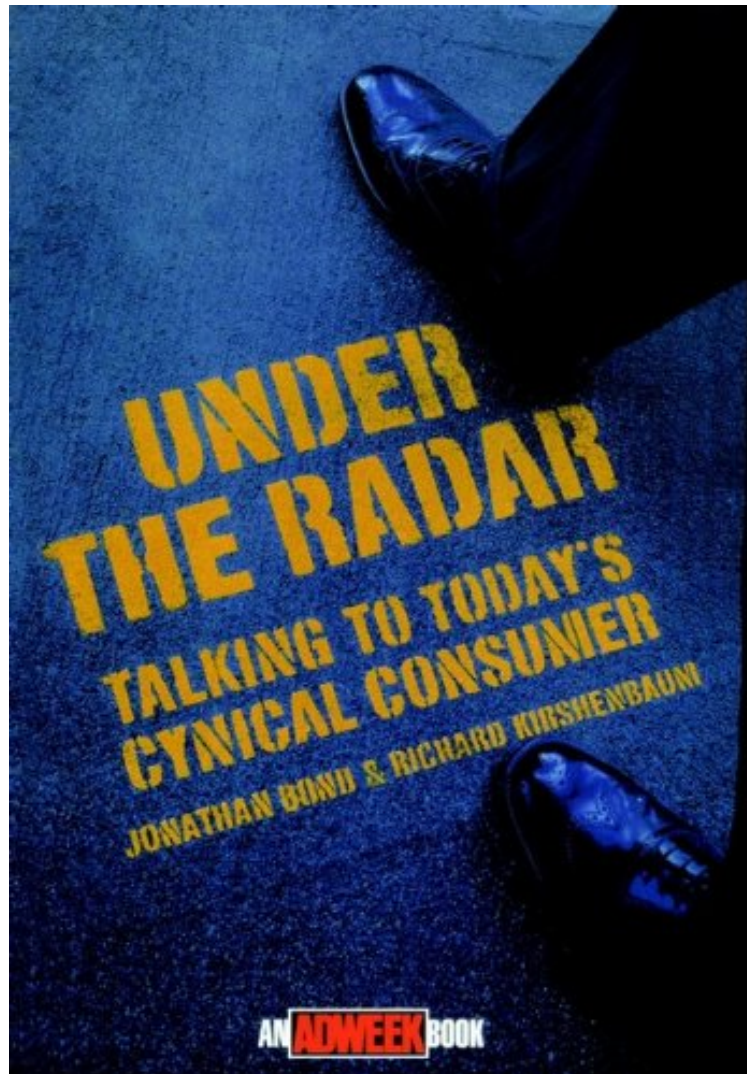


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Under the Radar: Talking to Today's Cynical Consumer (Adweek Magazine Series)

Jonathan Bond, Richard Kirshenbaum
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Jonathan Bond, Richard Kirshenbaum : Under the Radar: Talking to Today's Cynical Consumer (Adweek Magazine Series) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Under the Radar: Talking to Today's Cynical Consumer (Adweek Magazine Series):

0 of 0 people found the following review helpful. Five Stars By Everet West Better shape than I expected. 0 of 0 people found the following review helpful. Poorly written self promotion devoid of substance. By Ray If I had to write a college paper to fill 200 pages about how smart I was this book is exactly what I would probably write. The problem is the authors are so convinced their advertising campaigns are so much better than all other ad campaigns that they just had to write a book to congratulate themselves and berate almost everyone else in advertising for being unimaginative.

Yet they were unable to conjure up a single marketing or advertising concept in here except when they quote Ogilvy or Reis. I bought this book to get a different perspective on marketing. After 3 pages I knew I might have made a mistake but read through this book anyway because I could not believe someone could possibly write a whole book without a single new thought or concept, so I kept reading. Luckily it was a quick read because their complete lack of substance meant I didn't have to stop to think about anything. Not once. The classic books on advertising and marketing remain the magnificent Positioning books from Trout and Ries. Don't waste money on this self-promotion disguised as a book. I of 3 people found the following review helpful. Great new tips on how to manipulate the masses! By A Customer Wow! Thanks to this new book, I'll be able to successfully convince consumers to buy more junk they don't need! What? People are getting wise to corporations cramming promises of bliss and fulfillment down our throats and wedging their "marketing" into any blank space on the planet? Well, thanks to Jon and Dick, I can subvert their natural human tendencies and go under-the-radar to get them to spend spend spend! It's as easy as spray-painting your message on the sidewalk! Or putting a sticker on a mango! Before this book, we actually let people eat mangoes without telling them to buy something. What a waste! Sure, many people are catching on to the corporate CEOs getting rich off of common people's pocket change. But with this book, you will be able to "hide your strategy" and use inside language to talk even the most jaded people into falling for your client's shtick! And hey, if that little voice inside yourself says that this is an empty, greedy, manipulative, materialistic, self-centered way to make a living, relax! This is America! We are founded on consumerism! That's why we're all so happy, right?

They advertised soft drinks on fruit and underwear on sidewalks. They employed Ed Koch to bring Snapple to the American heartland. They even used Imelda Marcos to sell Kenneth Cole shoes. Advertising innovators Jon Bond and Richard Kirshenbaum have come up with more outrageously clever ways to get past consumers' detectors than anyone else in advertising today. And now, they're finally ready to reveal their methods. In *Under the Radar*, Kirshenbaum and Bond chronicle their meteoric rise from a one-room, two-man Lower East Side stringer operation to Kirshenbaum Bond Partners, one of today's hottest agencies. They share the lessons they learned along the way and describe the evolution of their unique "under-the-radar" approach to grabbing and holding the attention of today's "been there, done that" consumers. *Under the Radar* offers advertising and marketing professionals a deeply probing and instructive look at the nature of advertising and marketing in an age of information overload. Kirshenbaum and Bond provide a cogent analysis of how the world has changed since David Ogilvy laid down his ironclad rules for successful advertising. And, using in-depth critiques of many of today's best (and worst) ad campaigns, they describe what it takes to break through the defensive screens of a population bombarded by 1,500 ad messages each day. You'll learn all about cutting-edge research techniques KBP and other front-running agencies have developed for getting inside the heads and hearts of real people, and, just as important, how to use that knowledge to get ad-weary consumers to tune in rather than zone out. You'll also learn about the latest trends in integrated marketing, media planning, and guerrilla marketing, as well as new ways of structuring an agency in order to stimulate "under-the-radar" thinking. Offering valuable lessons from the founders of one of today's most innovative and successful advertising firms, *Under the Radar* is essential reading for absolutely anyone involved in selling to consumers, from self-employed copywriters to marketing VPs at Fortune 500 companies. "Under the Radar: Talking to Today's Cynical Consumer is a valuable and important new tool for the advertising industry from two pros at one of the hottest shops in town. Jonathan Bond and Richard Kirshenbaum offer valuable insights and creative solutions on how to break through the clutter to make sure the consumer gets the message."—O. Burtch Drake, President and CEO American Association of Advertising Agencies "Kirshenbaum and Bond's genius is their capacity to cut through informational clutter and reach the grass roots. In the war to save New York's drinking water, Kirshenbaum and Bond showed us how to speak truth to power—and be heard!"—Robert F. Kennedy, Jr. "This book is the next best thing to actually working with Bond and Kirshenbaum. They are good! They know when to listen and when to argue with a client. They're not just smart and creative, they are serious strategic thinkers."—Roger Ailes, Chairman and CEO, Fox News "If you want to understand how ad executives create smart, innovative advertising, Richard and Jon's book is a must read."—Valerie Salembier, Publisher, Esquire magazine "Any book that helps a company deal with our overcommunicated world is worth reading. *Under the Radar* is definitely one of those books."—Jack Trout, Trout Partners Ltd. author of *The New Positioning: The Latest on the World's #1 Business Strategy*

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From the Inside Flap
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