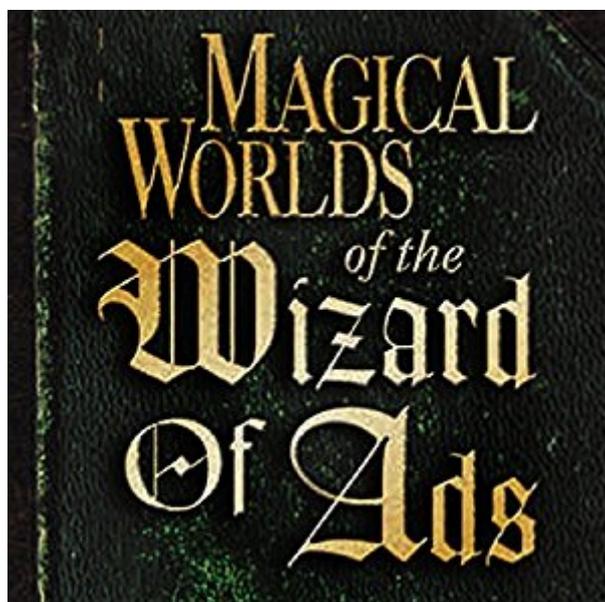


The book was found

Magical Worlds Of The Wizard Of Ads



Synopsis

First there was The Wizard of Ads providing the philosophical tenets; then came Secret Formulas of the Wizard of Ads, offering valuable recipes for business success. Now, the Wizard shares the secrets of business persuasion that are taught at his renowned Wizard Academy. --This text refers to an out of print or unavailable edition of this title.

Book Information

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Customer Reviews

As I read this book I had to remind myself it is classified as a book about advertising. Yes, he spends one of the four sections about many specific advertising concepts and measurements but the rest of the 101 short chapters cover so much more. He combines quotes from eclectic sources, and stories that belong in human interest and motivational historical biographies. He digs deep into explanations of the human mind and neurology just to understand how to best impact it. His observations are challenging to common beliefs and stimulating to new ideas. I would not limit my recommendation of this book to just business, marketing and advertising interests. I would recommend it to writers looking for effective tips and improvement of their craft. I would recommend it to clergy who will find endless inspiring stories for sermons. I would recommend it to teachers for interesting and unique perspectives on historical and cultural figures and events. I would emphatically recommend it to business people who spend so much time looking for answers and so little time pursuing the questions. I would recommend this book to anyone who needs to stimulate his or her thinking. It would help break through writer's block and stimulate a new flow of creativity. It is a creative reference masterpiece. If the title leads you to expect a bunch of advertising how to's and

what to do's, you may feel a bit disappointed; it is a lot more about why. It is a book for those who cherish ideas and thinking. I love this book.

Here it is almost Christmas and I'm reading through the reviews that have been written and find myself feeling bad for a couple of more souls this year . . . those poor people who didn't understand the essence of this book. This book like all of Roy's books require that the reader suspend what is commonly known or believed for a moment and allow your unconscious brain to do a little thinking and then shove it forward for you to ponder and apply. *Magical Worlds* provides instruction on many levels of advertising, at first it might seem it is about copywriting, then about radio advertising and not about print, however as you read into the rich detail that lives in each chapter, you realize it is really about motivating people to action, learning how our brains work and providing information to consumers in a way that their brain wants, no, demands it in order to be remembered or compelled. And yes, it is about advertising, strategy, copywriting, writing and setting yourself apart in a meaningful way and profiting from it. I encourage everyone in business to really read, ponder, excogitate and consume every concept here, your business, your family, your accountant and your wallet will appreciate the time you invest.

This book requires the reader/entrepreneur to invest more than just time to extract true value from the book. It requires the reader to analyze, understand and then apply Mr. Williams's seemingly random stream of thoughts and ideas to his or her own venture. Perhaps the best description of the book is that it is an anecdotal collection of marketing concepts and essays that loosely portray the author's own creative philosophies and illuminate his thoughts about success, business and competition. Though it lacks the revelatory tenor of a Vonnegut novel its use of extremely short "Chapters" is reminiscent of that sort of work but in a wholly non-fictional way (if that is possible). On the upside, the short narratives allow the reader to take in small concepts at a time and then use those concepts to let the thought process wash over him. Used in that fashion, the book can be a fountainhead of inspiration. On the downside, not everyone who reads the book can muster that type of creative energy and ability and then the book is nothing more than a collection of short stories and essays.

I just reviewed another book in this series. I can not say enough positive things about these books and Mr. Williams. The reason he is successful is not because he memorized some answers to tests and has a degree hanging from his wall. He is successful because he is a rare breed that can take

things from many specialties, make a connection and put it into practice in real-world situations. Mixing personal observation, literature, psychology, science and wonderful stories together, this book will change the way you think about your world and the behavior of humans.

Absolutely amazing book! I 'inhale' marketing info and this set of books is far the best I've read. Roy is not only smart, very strategic and the way of thinking really changed my ways of looking at things! Wonderful book series!!!

"Magical Worlds of the Wizard of Ads" is truly a fantastic book. The Wizard describes in plain English how the brain responds to input. And how to bypass the security guard at the entrance to the brain. The book is a nice compilation of interesting and mind-baffling texts. It really got me thinking about my own persuading skills. And more importantly how I live my life. As a little bonus the book is wonderfully crafted. With coffee stains and hand written notes and everything. Definitely a must.

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