

As Bob Proctor says in the foreword, The unfortunate thing about being ahead of your time is that when people finally realize you were right, they will say it was obvious all along. This paradigm-shifting book, written by an icon in the promotional marketing industry, reframes promotional products as sensory media. Why? We're sensory beings - we see, hear, smell, taste, touch - which makes this media so incredibly effective. The chapters are lettered, not numbered, and spell out FROM PANIC TO PROFIT. Too often promotional pieces, typically considered giveaways, are ordered as a last minute rush or with too low a budget. Not enough consideration is given to their incredible power to engage, incent and motivate. Eliminate the panic and start profiting. Did you know that a pen yields on average 353 impressions? Every time someone picks up your pen they're engaging with your brand ... when you're not there! SENSORY MEDIA is the marketing Aha of the year.

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