

JESS DUBOY TURNS ADVERTISING WORLD UPSIDE DOWN 1969 - AUTHOR PRODUCES The 1ST SELLATHONIN THE USA. Photo from live event.1976 - AUTHOR PRODUCEThe 1ST TOYTATHONIN THE USA. Photo from taped event60s TO DATE - PRODUCED OVER18,000 COMMERCIALSA NATIONAL RECORD.1991 photoFor the first time in print the author, the most experienced and proven ad man in America shows the courage to blast specific media for being overpriced and ineffective. If youre a business that relies on attracting new customers from your town and market area, this book tells you HOW, WHY and WHAT to do; and equally as important, what NOT to do.Read on as favored and long used marketing ideas tumble under their own quake of ineptitude.Learn how to thrive in our new, forever changed digital world by doing the smart thing while your competitors refuse to accept the new day.If you have \$1,000,000 a year to spend on marketing or zero; if you own an auto dealership, furniture store, restaurant, body shop, legal firm; or any outfit that needs the folks to seek your services, the author coaches you with exact dos and donts.TODAY-AUTHOR CREATES THE SILVER BULLET STRATEGY:THE MEDIA-THE MESSAGE-THE METHODOLOGY

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