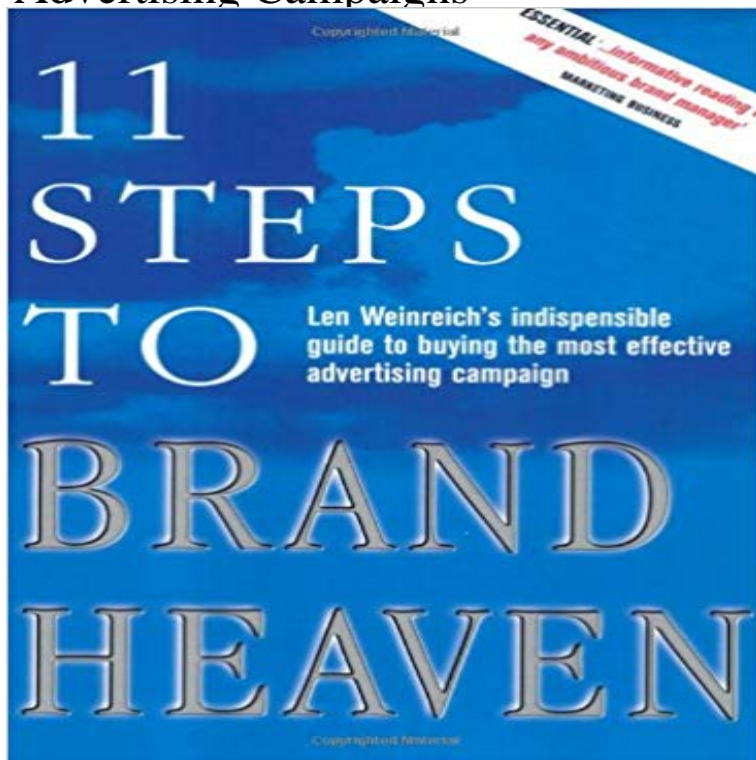


11 Steps to Brand Heaven: The Ultimate Guide to Creating Successful Advertising Campaigns



Companies spend billions of pounds on advertising campaigns with little or no idea of whether they will work - and most don't, says Len Weinreich. After spending more than 40 years in the ad business, Weinreich decided to spill the beans on how ad agencies excel in spending clients money by bamboozling them with creative clap-trap. His vast experience also led him to the conclusion that the battle for customer loyalty carries theological overtones, which he so eloquently reveals in his 11 Steps to Brand Heaven. The formation of priesthoods; the crafting of icons; the demonstration of miracles and the giant leaps of faith are all evident in the quest for brand heaven. For all those who are their brands chosen representative on earth, Len Weinreich uncovers a web of dogma, shibboleths and worship of false prophets to bring them a true insiders guide to: - judging agency presentations more unconventionally, objectively and critically - buying more effective ads more efficiently - developing a sixth sense when making creative decisions.

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