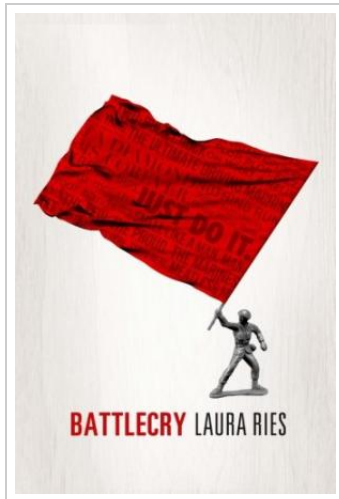




Battlecry: Winning the Battle for the Mind with a Slogan That Kills. (Paperback)

By Laura Ries

Ries Pieces Publishing, United States, 2015, Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Why are most slogans and taglines ineffective? Because they re just words and a mind cannot understand words. A mind can only understand sounds. Why do most Americans remember the battlecry of the French Revolution (Liberte, egalite, fraternite) when they cannot remember the battlecry of the American Revolution? Because the sounds of the words Liberte, egalite, fraternite rhyme and that s one of the powerful techniques for creating a memorable slogan. In addition to rhyme, there are four other techniques outlined in my new book, Battlecry. (1) Rhyme: Roto-Rooter, that s the name. And away go troubles down the drain. (2) Alliteration: MMs melt in your mouth, not in your hands. (3) Repetition: The few. The proud. The Marines. (4) Reversals: Two great tastes that taste great together. Reese s peanut butter cups. (5) Double-entendre: A diamond is forever. You might think companies and their ad agencies would be wise to these techniques. But few slogans actually use any of these memory-building tactics. In a recent survey of 266 advertising slogans, only 19 used any one of them. Battlecry is a...



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Reviews

This publication might be well worth a read, and much better than other. It really is simplified but excitement inside the 50 % of the book. You will not feel monotony at whenever you want of the time (that's what catalogues are for concerning when you check with me).

-- **Imogene Bergstrom**

Merely no phrases to describe. It really is rally intriguing throug reading time. I am happy to tell you that this is basically the greatest book i have go through in my own lifestyle and might be he greatest book for ever.

-- **Kattie Wunsch**