

## Powerlines: Words that Sell Brands, Grip Fans, & Sometimes Change History



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## POWERLINES: WORDS THAT SELL BRANDS, GRIP FANS, & SOMETIMES CHANGE HISTORY



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Viva Books, 2009. Softcover. Book Condition: New. First edition. Powerlines, the exceptional slogans that people remember long after the campaign ends, stand out from the barrage of marketing messages consumers face each day. A product, service, company, candidate, or an organization with a powerline outshines the competition every time. Steve Cone, author of *Steal These Ideas!*, reveals the secrets to contemporary marketing's biggest mystery: how to conjure the phrase that will make a product irresistible and memorable. This book restores the lost art of creating killer slogans to its proper place: front and center in every campaign. Drawing on examples of great and not-so-great lines from marketing, politics, and popular culture, Cone provides an irreverent, intelligent, and insightful primer on a singularly important aspect of brand building. Contents: Part One ? Powerlines: Getting the Right Few Words to Every Nook and Cranny on the Planet ? Powerlines Defined: Factors Distinguishing Powerlines from 99 Percent of All Written and Spoken Language ? Powerlines Take to the Air: Radio, Television, and Powerlines: A Match Made in Heaven ? Part Two ? The Powerline Perspective: Countries, Candidates, Cultures, and Companies Rise or Fall on Powerful Lines, Mottos, and Sayings ? Uncle Sam Wants You, Your Mind, and Your Money: How Governments Win Hearts, Minds, and Paychecks ? You Can't Put the Toothpaste Back in the Tube: Why the Candidate with the Best Slogan Wins the Race ? Shots Heard Round the World: How Eloquent Speakers and Writers Make Us Think and Rethink ? There Is Nothing Wrong with Your Television Set: How Writers and Marketers Keep All Eyes Glued to the Screen ? Part Three ? Put a Powerline in Your Tank: Putting Powerlines to Work in a Marketing Campaign ? When It Rains It Pours: Getting the Brand Promise Through?Whether Customers Want...



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