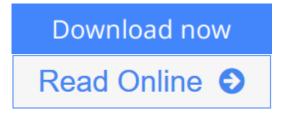


# Reality in Advertising

By Rosser Reeves



#### Reality in Advertising By Rosser Reeves

Rarely has a book about advertising created such a commotion as this brilliant account of the principles of successful advertising. Published in 1961, Reality in Advertising was listed for weeks on the general best-seller lists, and is today acknowledged to be advertising's greatest classic. It has been translated into twelve languages-French, Japanese, Spanish, Dutch, German, Italian, Portuguese, Danish, Swedish, Norwegian, Finnish, Hebrew-and has been published in twenty-one separate editions in fifteen countries. Leading business executives, and the advertising cognoscenti, hail it as "the best book for professionals that has ever come out of Madison Avenue." (For typical comments see back of jacket.) Rosser Reeves says: "The book attempts to formulate certain theories of advertising, many quite new, and all based on 30 years of intensive research." These theories, whose value has been proved in the marketplace, all revolve around the central concept that success in selling a product is the key criterion of advertising. In the course of explaining his own hard-headed approach, Mr. Reeves shows why the ad campaigns for many products are just so much money poured down the drain. He has some devastating things to say about advertising's misguided men: the "aesthetes" and the "puffers" who put art and technique ahead of the client's sales; and he punctures many of the misguided philosophies which lower the efficiency of advertising, rather than raising it. But even more important is the thoroughness and clarity with which he explains many of the mysteries of how to write advertising that produces these sales. Here, in short, is a concise, forcefully written guide that has been called "a 'Rosetta Stone' for the advertising business"- an essential book for anyone who works in advertising, or uses advertising extensively. It is today required reading in hundreds of great corporations and many of the world's leading business schools.



# **Reality in Advertising**

By Rosser Reeves

#### Reality in Advertising By Rosser Reeves

Rarely has a book about advertising created such a commotion as this brilliant account of the principles of successful advertising. Published in 1961, Reality in Advertising was listed for weeks on the general bestseller lists, and is today acknowledged to be advertising's greatest classic. It has been translated into twelve languages-French, Japanese, Spanish, Dutch, German, Italian, Portuguese, Danish, Swedish, Norwegian, Finnish, Hebrew-and has been published in twenty-one separate editions in fifteen countries. Leading business executives, and the advertising cognoscenti, hail it as "the best book for professionals that has ever come out of Madison Avenue." (For typical comments see back of jacket.) Rosser Reeves says: "The book attempts to formulate certain theories of advertising, many quite new, and all based on 30 years of intensive research." These theories, whose value has been proved in the marketplace, all revolve around the central concept that success in selling a product is the key criterion of advertising. In the course of explaining his own hard-headed approach, Mr. Reeves shows why the ad campaigns for many products are just so much money poured down the drain. He has some devastating things to say about advertising's misguided men: the "aesthetes" and the "puffers" who put art and technique ahead of the client's sales; and he punctures many of the misguided philosophies which lower the efficiency of advertising, rather than raising it. But even more important is the thoroughness and clarity with which he explains many of the mysteries of how to write advertising that produces these sales. Here, in short, is a concise, forcefully written guide that has been called "a 'Rosetta Stone' for the advertising business"- an essential book for anyone who works in advertising, or uses advertising extensively. It is today required reading in hundreds of great corporations and many of the world's leading business schools.

#### Reality in Advertising By Rosser Reeves Bibliography

Sales Rank: #147911 in Books
Published on: 2015-07-20
Original language: English

• Number of items: 1

• Dimensions: 8.50" h x .40" w x 5.51" l, .50 pounds

• Binding: Paperback

• 172 pages



Read Online Reality in Advertising ...pdf

#### Download and Read Free Online Reality in Advertising By Rosser Reeves

#### **Editorial Review**

#### **Users Review**

#### From reader reviews:

#### **Ryan Brown:**

The book Reality in Advertising give you a sense of feeling enjoy for your spare time. You should use to make your capable a lot more increase. Book can to get your best friend when you getting anxiety or having big problem along with your subject. If you can make reading a book Reality in Advertising for being your habit, you can get more advantages, like add your personal capable, increase your knowledge about a number of or all subjects. You could know everything if you like available and read a guide Reality in Advertising. Kinds of book are several. It means that, science publication or encyclopedia or other folks. So, how do you think about this publication?

#### **Phyllis Force:**

What do you think about book? It is just for students as they are still students or the idea for all people in the world, what the best subject for that? Merely you can be answered for that issue above. Every person has different personality and hobby for every other. Don't to be compelled someone or something that they don't wish do that. You must know how great as well as important the book Reality in Advertising. All type of book would you see on many sources. You can look for the internet options or other social media.

#### **Michael Lockwood:**

Playing with family in a park, coming to see the sea world or hanging out with buddies is thing that usually you might have done when you have spare time, subsequently why you don't try matter that really opposite from that. A single activity that make you not experiencing tired but still relaxing, trilling like on roller coaster you are ride on and with addition of knowledge. Even you love Reality in Advertising, it is possible to enjoy both. It is great combination right, you still need to miss it? What kind of hang-out type is it? Oh can occur its mind hangout people. What? Still don't have it, oh come on its called reading friends.

### Joseph Rankins:

Do you like reading a book? Confuse to looking for your favorite book? Or your book seemed to be rare? Why so many query for the book? But just about any people feel that they enjoy regarding reading. Some people likes studying, not only science book but in addition novel and Reality in Advertising or maybe others sources were given knowledge for you. After you know how the great a book, you feel wish to read more and more. Science guide was created for teacher or students especially. Those ebooks are helping them to bring their knowledge. In various other case, beside science book, any other book likes Reality in Advertising to make your spare time much more colorful. Many types of book like this one.

Download and Read Online Reality in Advertising By Rosser Reeves #L30TW1H8DEY

# Read Reality in Advertising By Rosser Reeves for online ebook

Reality in Advertising By Rosser Reeves Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Reality in Advertising By Rosser Reeves books to read online.

## Online Reality in Advertising By Rosser Reeves ebook PDF download

Reality in Advertising By Rosser Reeves Doc

Reality in Advertising By Rosser Reeves Mobipocket

Reality in Advertising By Rosser Reeves EPub

L30TW1H8DEY: Reality in Advertising By Rosser Reeves