



# What Sticks: Why Most Advertising Fails and How to Guarantee Yours Succeeds

By Rex Briggs, Greg Stuart

Download now

Read Online 

## What Sticks: Why Most Advertising Fails and How to Guarantee Yours Succeeds By Rex Briggs, Greg Stuart

***What Sticks* is the one book that explains exactly how marketing and advertising works today! Based on new insights from analysis of over \$1 billion worth of advertising.**

Decades ago it was okay to believe, as retail magnate John Wanamaker did, that “*Half the money I spend on advertising is wasted; the trouble is, I don’t know which half.*” However, today the stakes are much higher. Marketing thought leaders Rex Briggs and Greg Stuart estimate that \$112 billion in advertising spending in the U.S. alone is wasted, cutting deeply into company profits.

*What Sticks* uncovers bold new insights from the largest-ever global marketing research project among 30 Fortune 200 companies, including: Procter & Gamble, Johnson & Johnson, Kraft, McDonalds, Unilever, Ford and others. This is a comprehensive and solutions-oriented book that outlines how any marketer, at any level, can guarantee their advertising succeeds.

Marketers cannot ignore the findings or the solutions revealed in *What Sticks*, such as:

- \* Why 47% of the advertising campaigns studied didn’t work and what you can do to guarantee yours does
- \* How to spend the same advertising budget, but get better results
- \* How to get your CFO and CEO to eagerly increase your marketing & advertising budget
- \* How to forecast next year’s advertising budget (Hint: It’s not by using last year’s spending!)
- \* How to immediately fix your advertising by applying these principles and real nuggets of wisdom

Revitalize your advertising and join the new marketing revolution at [www.whatsticks.NET](http://www.whatsticks.NET)

 [Download What Sticks: Why Most Advertising Fails and How to ...pdf](#)

 [Read Online What Sticks: Why Most Advertising Fails and How ...pdf](#)

# What Sticks: Why Most Advertising Fails and How to Guarantee Yours Succeeds

By Rex Briggs, Greg Stuart

**What Sticks: Why Most Advertising Fails and How to Guarantee Yours Succeeds** By Rex Briggs, Greg Stuart

***What Sticks* is the one book that explains exactly how marketing and advertising works today! Based on new insights from analysis of over \$1 billion worth of advertising.**

Decades ago it was okay to believe, as retail magnate John Wanamaker did, that “*Half the money I spend on advertising is wasted; the trouble is, I don’t know which half.*” However, today the stakes are much higher. Marketing thought leaders Rex Briggs and Greg Stuart estimate that \$112 billion in advertising spending in the U.S. alone is wasted, cutting deeply into company profits.

*What Sticks* uncovers bold new insights from the largest-ever global marketing research project among 30 Fortune 200 companies, including: Procter & Gamble, Johnson & Johnson, Kraft, McDonalds, Unilever, Ford and others. This is a comprehensive and solutions-oriented book that outlines how any marketer, at any level, can guarantee their advertising succeeds.

Marketers cannot ignore the findings or the solutions revealed in *What Sticks*, such as:

- \* Why 47% of the advertising campaigns studied didn’t work and what you can do to guarantee yours does
- \* How to spend the same advertising budget, but get better results
- \* How to get your CFO and CEO to eagerly increase your marketing & advertising budget
- \* How to forecast next year’s advertising budget (Hint: It’s not by using last year’s spending!)
- \* How to immediately fix your advertising by applying these principles and real nuggets of wisdom

Revitalize your advertising and join the new marketing revolution at [www.whatsticks.NET](http://www.whatsticks.NET)

**What Sticks: Why Most Advertising Fails and How to Guarantee Yours Succeeds** By Rex Briggs, Greg Stuart **Bibliography**

- Rank: #1591891 in Books
- Brand: Brand: Kaplan Business
- Published on: 2006-09-01
- Released on: 2006-09-01
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x .64" w x 6.00" l, 1.10 pounds
- Binding: Hardcover
- 304 pages

 [Download What Sticks: Why Most Advertising Fails and How to ...pdf](#)

 [Read Online What Sticks: Why Most Advertising Fails and How ...pdf](#)

## Download and Read Free Online What Sticks: Why Most Advertising Fails and How to Guarantee Yours Succeeds By Rex Briggs, Greg Stuart

---

### Editorial Review

#### Review

"A rarity among advertising and marketing books."

—from the Foreword by Steven D. Levitt, author of *Freakonomics*

"Nothing gets the attention of our CMO clients today like the issue of marketing accountability. *What Sticks* has a clear and innovative solution for marketers of all levels and budgets to get more Bang! for the buck."

—Linda Kaplan Thaler, CEO and Chief Creative Officer, The Kaplan Thaler Group, author of *Bang! Getting Your Message Heard in a Noisy World*

"If there is one book you want to have read about advertising, it's *What Sticks*. It is the most comprehensive review of how to succeed at developing Advertising campaigns that I've ever seen."

—Bob Liodice, President and Chief Executive Officer, Association of National Advertisers, Inc.

"This book will be to marketers what Six Sigma was to GE's Jack Welch. Everyone knows that marketing is broken. Briggs and Stuart have the data-proven fix. A must read."

—Michelle Conlin, Associate Editor, *BusinessWeek*

"The book... may well be the most important advertising research since the "How Advertising Works" study of the early 1990s."

—Advertising Age

#### About the Author

**Rex Briggs** is the founder of Marketing Evolution, the leading marketing effectiveness research and consulting firm with clients in more than 20 countries. Briggs began his career at the market research firm Yankelovich Partners, and also served in senior positions at some of the nation's top-flight organizations, including the WPP Group. He has been named as one of the "Best and Brightest" in media and technology by *AdWeek*, and has won a range of awards in CRM, Branding, Direct Marketing, Internet Marketing, and advertising measurement research.

**Greg Stuart** is the CEO and President of the Interactive Advertising Bureau, the leading global advertising association representing Google, MSN, NYTimes.com, Yahoo!, and over 300 other companies. He has led the U.S. Internet Advertising industry from \$6 billion to \$16 billion in the past four years. A 20-year veteran of the advertising industry, Stuart has worked with leading marketers, advertising agencies, and new media businesses around the world.

### Users Review

#### From reader reviews:

**Maria Gomez:**

The book *What Sticks: Why Most Advertising Fails and How to Guarantee Yours Succeeds* gives you the sense of being enjoy for your spare time. You can utilize to make your capable considerably more increase. Book can to get your best friend when you getting pressure or having big problem with the subject. If you can make reading a book *What Sticks: Why Most Advertising Fails and How to Guarantee Yours Succeeds* to become your habit, you can get much more advantages, like add your personal capable, increase your knowledge about some or all subjects. You may know everything if you like start and read a book *What Sticks: Why Most Advertising Fails and How to Guarantee Yours Succeeds*. Kinds of book are several. It means that, science publication or encyclopedia or others. So , how do you think about this reserve?

**Dan Villanueva:**

Hey guys, do you wishes to finds a new book to see? May be the book with the subject *What Sticks: Why Most Advertising Fails and How to Guarantee Yours Succeeds* suitable to you? The actual book was written by well known writer in this era. The particular book untitled *What Sticks: Why Most Advertising Fails and How to Guarantee Yours Succeeds* is the main of several books that everyone read now. This kind of book was inspired a lot of people in the world. When you read this book you will enter the new way of measuring that you ever know before. The author explained their strategy in the simple way, and so all of people can easily to understand the core of this publication. This book will give you a wide range of information about this world now. To help you see the represented of the world on this book.

**Katie Johnson:**

Reading a e-book can be one of a lot of activity that everyone in the world really likes. Do you like reading book and so. There are a lot of reasons why people enjoy it. First reading a book will give you a lot of new information. When you read a publication you will get new information because book is one of a number of ways to share the information as well as their idea. Second, reading a book will make anyone more imaginative. When you reading through a book especially tale fantasy book the author will bring you to definitely imagine the story how the characters do it anything. Third, it is possible to share your knowledge to some others. When you read this *What Sticks: Why Most Advertising Fails and How to Guarantee Yours Succeeds*, it is possible to tells your family, friends in addition to soon about yours reserve. Your knowledge can inspire different ones, make them reading a reserve.

**Mary Fox:**

This *What Sticks: Why Most Advertising Fails and How to Guarantee Yours Succeeds* is great book for you because the content that is full of information for you who all always deal with world and also have to make decision every minute. This particular book reveal it information accurately using great manage word or we can declare no rambling sentences included. So if you are read this hurriedly you can have whole info in it. Doesn't mean it only provides straight forward sentences but hard core information with wonderful delivering sentences. Having *What Sticks: Why Most Advertising Fails and How to Guarantee Yours Succeeds* in your hand like keeping the world in your arm, facts in it is not ridiculous just one. We can say that no publication that offer you world throughout ten or fifteen tiny right but this guide already do that. So , this really is good reading book. Hey Mr. and Mrs. active do you still doubt that?

**Download and Read Online What Sticks: Why Most Advertising Fails and How to Guarantee Yours Succeeds By Rex Briggs, Greg Stuart #JO20CQYAZXR**

# **Read What Sticks: Why Most Advertising Fails and How to Guarantee Yours Succeeds By Rex Briggs, Greg Stuart for online ebook**

What Sticks: Why Most Advertising Fails and How to Guarantee Yours Succeeds By Rex Briggs, Greg Stuart 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 What Sticks: Why Most Advertising Fails and How to Guarantee Yours Succeeds By Rex Briggs, Greg Stuart books to read online.

## **Online What Sticks: Why Most Advertising Fails and How to Guarantee Yours Succeeds By Rex Briggs, Greg Stuart ebook PDF download**

**What Sticks: Why Most Advertising Fails and How to Guarantee Yours Succeeds By Rex Briggs, Greg Stuart Doc**

**What Sticks: Why Most Advertising Fails and How to Guarantee Yours Succeeds By Rex Briggs, Greg Stuart Mobipocket**

**What Sticks: Why Most Advertising Fails and How to Guarantee Yours Succeeds By Rex Briggs, Greg Stuart EPub**