

About Face: The Secrets Of Emotionally Effective Advertising By Dan Hill

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This material is drawn from Dan Hill's Will Kill Your Advertising, Branded Offers, new book "About Face: The Secrets of Emotionally Effective

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The American Advertising Federation (AAF) St. Louis Chapter is sponsoring a Professional Speaker Series which features Dan Hill Ph. D., founder of Sensory Logic

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to ad consultant and Sensory Logic president Dan Hill. In his book, About Face: The Secrets of Emotionally Effective Advertising, Book Review: About Face.

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