



Images That Sell: 500 Ways to Create Great Ads

Luc Dupont

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Images That Sell shows you how to motivate people with images. With clarity and insight, it explains:

- 1) How consumers respond to advertising images
- 2) How to choose the right image for your product or service
- 3) Which images attract the most attention
- 4) Which images are the most easily memorized
- 5) How you can communicate more persuasively with your visuals

Reproducing over 500 high-powered ad images in full color, this book delivers practical answers to questions that arise in all image-based media: magazines, posters, daily and weekly newspapers, subway and bus ads, brochures, and catalogs.

Images That Sell is ideal for business people and advertisers who require quick access to the world of ad images, along with a presentation of strategies that they can use to increase the power and appeal of their advertising. It is easy to read and it offers numerous tips, techniques, and ideas for creating great ads.

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This Images That Sell: 500 Ways to Create Great Ads book is simply not ordinary book, you have it then the world is in your hands. The benefit you receive by reading this book is actually information inside this reserve incredible fresh, you will get facts which is getting deeper a person read a lot of information you will get. This kind of Images That Sell: 500 Ways to Create Great Ads without we understand teach the one who looking at it become critical in pondering and analyzing. Don't become worry Images That Sell: 500 Ways to Create Great Ads can bring once you are and not make your case space or bookshelves' turn out to be full because you can have it in the lovely laptop even telephone. This Images That Sell: 500 Ways to Create Great Ads having very good arrangement in word and layout, so you will not truly feel uninterested in reading.

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