



Bang!: Getting Your Message Heard in a Noisy World

By Linda Kaplan Thaler, Robin Koval

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We all want to get our message heard. And in *Bang!*, marketing gurus Linda Kaplan Thaler and Robin Koval tell us how. They and their talented colleagues are the brains behind a host of memorable and highly successful ads, from the enormously successful AFLAC duck to the irresistibly sentimental “Kodak Moment” to Herbal Essences’ outrageous “Totally Organic Experience.” In *Bang!*, Kaplan Thaler and Koval offer proven strategies for creating a loud, clear, attention-grabbing message about and product or service.

Full of entertaining anecdotes and inspiring accounts of campaigns that have propelled revenues and dramatically increased market share, *Bang!* shows managers how to create a marketing campaign that cuts through the message clutter and creates a genuine marketing explosion.

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Editorial Review

From Publishers Weekly

Thaler and Koval, the CEO and vice-president respectively of the Kaplan Thaler Group advertising agency (KTG), share the secrets of their marketing success. In business for six years, KTG has created advertising campaigns based on a philosophy of the big bang, defined here as a strategy designed to make a brand explode onto the marketplace virtually overnight. Although the authors' advice is targeted primarily toward businesses and other publicists, the glitzy anecdotal writing is witty and informative enough to appeal to those interested in advertising and popular culture. Drawing on many specific examples of their accomplishments, Thaler and Koval describe just how the creative process is triggered by innovative thinking. The AFLAC insurance company, for example, was turned into a household name when a member of the KTG team realized that AFLAC sounded like the quack of a duck. The AFLAC duck raised the company's profile from zero to instantly recognizable. According to Thaler and Koval, big bangs are achieved in an atmosphere where rules are ignored, organization is compressed, chaos is embraced and intuitive thinking is encouraged. In addition to useful tips, the authors also highlight pitfalls that can derail a potential big bang, such as failing to rehearse presentations or neglecting to do appropriate homework on the company being wooed.

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Review

Acclaim for *Bang!*

"This top-notch book... is as much about creating an atmosphere that fosters creativity as it is about memorable marketing."

— *Fast Company*

"Bright, breezy, but deadly serious guide to creating a buzz—and a bang."

— *Miami Herald*

"Linda Kaplan Thaler and Robin Koval 'get it' from every angle. This book is full of extraordinary insight on effective message delivery."

— Gordon Bethune, Chairman and CEO, Continental Airlines

"The AFLAC duck campaign that Linda and Robin's agency created ...dramatically increased our brand awareness. Today nine out of ten people recognize the AFLAC name."

— Daniel P. Amos, Chairman and CEO, AFLAC Incorporated

From the Inside Flap

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Users Review

From reader reviews:

Ricardo Hamilton:

Do you have favorite book? Should you have, what is your favorite's book? Guide is very important thing for us to be aware of everything in the world. Each publication has different aim or even goal; it means that book has different type. Some people truly feel enjoy to spend their time for you to read a book. They are reading whatever they have because their hobby is usually reading a book. Consider the person who don't like studying a book? Sometime, person feel need book when they found difficult problem or perhaps exercise. Well, probably you'll have this Bang!: Getting Your Message Heard in a Noisy World.

Carla Spiegel:

Reading a book tends to be new life style within this era globalization. With studying you can get a lot of information that can give you benefit in your life. Along with book everyone in this world can easily share their idea. Publications can also inspire a lot of people. Plenty of author can inspire their own reader with their story or maybe their experience. Not only situation that share in the guides. But also they write about advantage about something that you need instance. How to get the good score toefl, or how to teach children, there are many kinds of book which exist now. The authors these days always try to improve their expertise in writing, they also doing some investigation before they write for their book. One of them is this Bang!: Getting Your Message Heard in a Noisy World.

Todd James:

Your reading sixth sense will not betray you actually, why because this Bang!: Getting Your Message Heard in a Noisy World publication written by well-known writer who really knows well how to make book that could be understand by anyone who have read the book. Written throughout good manner for you, dripping every ideas and creating skill only for eliminate your own hunger then you still question Bang!: Getting Your Message Heard in a Noisy World as good book not only by the cover but also through the content. This is one book that can break don't assess book by its include, so do you still needing an additional sixth sense to pick this!? Oh come on your reading through sixth sense already told you so why you have to listening to yet another sixth sense.

Jesus Jones:

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