



# Street-Smart Advertising: How to Win the Battle of the Buzz

*Margo Berman*

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Even the most creative minds need stimulation. Inspiration can come from examples of exceptional work, exercises designed to motivate, or time to reflect. The more inventive pieces the mind takes in, the more resources it has to draw from.

*Street Smart Advertising: How to Win the Battle of the Buzz* contains countless examples designed to jump-start the right side of the brain. Margo Berman's book is packed with memorable uses of new media, exciting on-strategy marketing, creative online work, and insightful quotes by giants in the advertising industry. She offers innovative techniques to generate 'sticky' slogans and headlines, easy-to-apply copywriting tips, and practical revision strategies.

Berman has updated the book to reflect how online media has changed its approach from 'pushing' information to the audience to 'pulling' - i.e., engaging the audience in a brand. By using social networking groups like Facebook and Twitter, the author points out, even small companies can have a giant digital footprint by leveraging their online presence, offering relevant insights, and stimulating consumer-created content. In tough economic times, Berman says, savvy advertisers don't need huge budgets to engage the audience and create forums for them to share ideas. The biggest change in marketing is reaching people through new touch points: through audience intersection, viral marketing, and online dialogues.

As *Street Smart Advertising* makes clear, those who become victorious in this new marketing arena will win the battle of the buzz.

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