Subject: Re: Curious about listing components
Posted by Bill Martinelli on Sat, 02 Sep 2006 00:33:08 GMT
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Yeah, yeah. You know what you hear and when it's good it's good. Advertising is a strong thing. I don't even think persuasive is as moxy a term as deserved. Advertising and marketing in big and huge. It works. Companies sell ice to eskimos, heat in the desert and bad stereo equipment to people who believe in the jargon. Why? This would be a good shootout between a marketing professor and psychiatrist.