



# 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**

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Have you spare time for a day? What do you do when you have more or little spare time? Yep, you can choose the suitable activity regarding spend your time. Any person spent their spare time to take a go walking, shopping, or went to typically the Mall. How about open or maybe read a book allowed Bang!: Getting Your Message Heard in a Noisy World? Maybe it is for being best activity for you. You already know beside you can spend your time using your favorite's book, you can smarter than before. Do you agree with it is opinion or you have different opinion?

#### **Myron Abbott:**

Reading a reserve tends to be new life style on this era globalization. With looking at you can get a lot of information that may give you benefit in your life. Using book everyone in this world could share their idea. Publications can also inspire a lot of people. Many author can inspire their very own reader with their story or maybe their experience. Not only the storyline that share in the textbooks. But also they write about the data about something that you need case in point. How to get the good score toefl, or how to teach your sons or daughters, there are many kinds of book that exist now. The authors nowadays always try to improve their ability in writing, they also doing some analysis before they write for their book. One of them is this Bang!: Getting Your Message Heard in a Noisy World.

#### **James Martin:**

Are you kind of active person, only have 10 or even 15 minute in your moment to upgrading your mind ability or thinking skill perhaps analytical thinking? Then you are having problem with the book in comparison with can satisfy your short time to read it because this time you only find publication that need more time to be read. Bang!: Getting Your Message Heard in a Noisy World can be your answer given it can be read by an individual who have those short free time problems.

#### **Donna Willeford:**

In this period globalization it is important to someone to find information. The information will make you to definitely understand the condition of the world. The condition of the world makes the information better to share. You can find a lot of recommendations to get information example: internet, paper, book, and soon. You will observe that now, a lot of publisher in which print many kinds of book. Often the book that recommended to your account is Bang!: Getting Your Message Heard in a Noisy World this book consist a lot of the information on the condition of this world now. This book was represented how do the world has grown up. The vocabulary styles that writer value to explain it is easy to understand. Often the writer made some exploration when he makes this book. That's why this book appropriate all of you.

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