



Drawing Attention: How to unleash the incredible power of cartoons in marketing, advertising, sales promotion, job search, VIP contact campaigns and more

Stu Heinecke

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Cartoons are the best-read and best-remembered part of magazines and newspapers, and the most powerful involvement device ever invented. In *Drawing Attention*, author Stu Heinecke tells readers how they can put the magic of cartoons to work in various missions in their lives, from advertising and marketing to job search, VIP contact campaigns, publicity, social media -- even meeting people in restaurants and bars. With forewords by New Yorker Cartoon Editor, Robert Mankoff and Sandler Training President, Bruce Seidman.

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