

[Get free] Empty When Half Full: A cantankerous consumer's compilation of mistakes, misprints and misinformation

## Empty When Half Full: A cantankerous consumer's compilation of mistakes, misprints and misinformation

*From Brand: Bookshaker*

*\*Download PDF | ePub | DOC | audiobook | ebooks*

Great and avoidable gaffes in marketing and sales promotion communications, humorously exposed and lampooned by Forsyth's needle-sharp and witty observations. A must for all communicators!

David Horchover FCIM, author of 'Sales Promotion' and Prince's Trust Marketing lecturer

# Empty When Half Full

A Cantankerous Consumer's Compilation of Mistakes, Misprints and Misinformation



Patrick Forsyth

DOWNLOAD



+

READ ONLINE

#5049422 in Books Bookshaker 2011-04-10 Original language: English PDF # 1 8.50 x .41 x 5.50l, .47 #File Name: 1907498788180 pages | File size: 18.Mb

**From Brand: Bookshaker : Empty When Half Full: A cantankerous consumer's compilation of mistakes, misprints and misinformation** before purchasing it in order to gage whether or not it would be worth my time, and

all praised Empty When Half Full: A cantankerous consumer's compilation of mistakes, misprints and misinformation:

We are all assailed on a daily basis with blandishments to buy and commands to carry out. And, let's be honest, some are inaccurate, slapdash, erroneous, mistaken and often downright dishonest. In fact, much of what they tell us is not just simply wrong, it is wrong in a way that is funny - it makes us laugh. In Empty When Half Full, a plethora of such nonsense is quoted and analysed, highlighting the silly, surreal and often hilarious nature of it. Organisations large and small are equally guilty. So much so that sometimes what they say to persuade us can be positively dangerous. From misprint to misdirection - this book will give you a hundred hilarious reasons never to buy anything ever again.