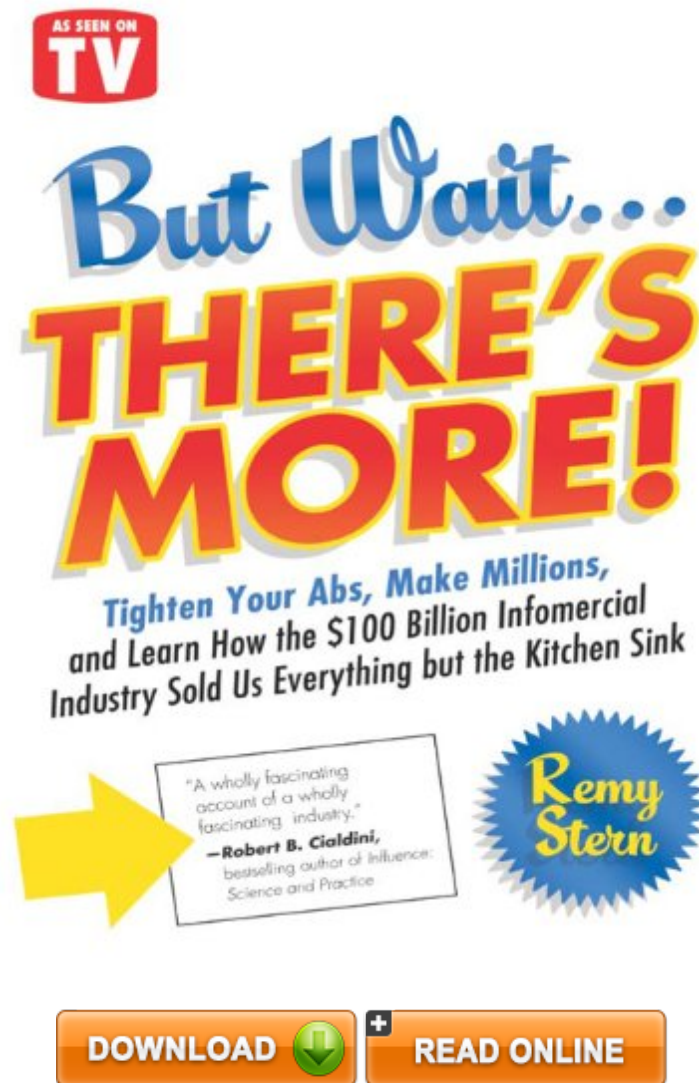


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Remy Stern

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Remy Stern : But Wait ... There's More!: Tighten Your Abs, Make Millions, and Learn How the \$100 Billion Infomercial Industry Sold Us Everything But the Kitchen Sink before purchasing it in order to gage whether or not it would be worth my time, and all praised But Wait ... There's More!: Tighten Your Abs, Make Millions, and Learn How the \$100 Billion Infomercial Industry Sold Us Everything But the Kitchen Sink:

2 of 2 people found the following review helpful. Peek behind amazing products and people "as seen on TV" By Mr. MuumiWho would have guessed that the products sold in the late morning hours on shady cable networks are annually over \$300 billion business? The cheesy slicers, ab exercise devices you can buy only dialing the toll-free number in

next 15 minutes have more to them than what you will see in the wee hours when they are being promoted. After finishing the book I was left with two thoughts: 1) when growing up I should have dreamed of being home shopping network host instead of rock star and 2) this industry is equal to adult entertainment one: there is serious money to be made, yet no-one wants to confess being employed by them or admit being a customer. 1 of 1 people found the following review helpful. If you wondered why the world hates marketers... By Jim Kukral I'm also fascinated by the direct retailing business, which is why I was happy to come across *But Wait There's More*. It gave me my fix for all the juicy stories and history on the industry that I wanted to know. Although a bit long-winded in parts, the book is an entertaining look inside what makes that industry work (in the past and now in the present). Having worked on the inside a little bit, I can relate to many of the stories. If you are at all interested in how big-time marketing minds work, and how to sell, then you must read this book. No, you're not going to turn into a sleazeball who sells get rich quick "systems." You might, however, learn a thing or two about how to take effective marketing tactics and use them legitimately in your own business and campaigns. Every marketer, or wanna-be marketer, should read this book. I'm glad he wrote it. 16 of 17 people found the following review helpful. America ... is an infomercial? (Plus shipping and handling) By Jaspaz I read Steve Salerno's superb review of "But Wait" in the WSJ on March 25, instantly downloaded the book to my Kindle2, and dug in (after setting the font size much larger for my older eyes). The author had me laughing many times, but, more seriously, there are countless tip and tricks revealed about the infomercial business and selling in general that make this a highly worthwhile read. I also love talking with friends about the book because everyone knows or remembers the gadgets, get rich quick seminars, and celebrities who hawk pimple treatments and swamp land in Arkansas. About a third of my way into "But Wait," I began having a strange fantasy: maybe we're all living inside one giant, massive infomercial. After all, I bought my kindle2 based on the infomercials at 's website!

Whether it was a Ginsu knife, George Foreman Grill, Tony Robbins' motivational book, kitchen device by Ron Popeil, or any of the countless other famous products that have been marketed on infomercials over the years, admit it: you or someone you know has bought one; and you're not alone. Last year, one out of every three Americans picked up the phone and ordered a product from a television infomercial or home shopping network, and in *But Wait . . . There's More!* journalist (and infomercial addict) Remy Stern offers a lively, behind-the-scenes exploration of this enormous business; one that markets the world's most outrageous products using the most outrageous tactics. Don't let the kitschy exterior fool you: behind the laughable demonstrations, goofy grins, and cheesy dialogue lies an industry larger than the film and music industries combined. The first book of its kind, *But Wait . . . There's More!* exposes the never-before-told story of the infomercial and home shopping phenomenon in all its excessive glory and its meteoric rise to become one of the most profitable businesses in America. Along the way, Stern details the history behind the classic products and introduces readers to some of the most famous (and infamous) pitchmen and personalities in the business, including Tony Robbins, Billy Mays, Ron Popeil, Tony Little, Suzanne Somers, Kevin Trudeau, and Joe Francis. He also presents an in-depth look at the business behind the camera; the canny sales strategies, clever psychological tools, and occasionally questionable tactics marketers have used to get us to open up our wallets and spend, spend, spend. Stern's eye-opening account also offers a penetrating look at how late-night television conquered the American consumer and provides insight into modern American culture: our rampant consumerism, our desire for instant riches, and our collective dream of perfect abs, unblemished skin, and gleaming white teeth. Both a compelling business story and a thoroughly entertaining piece of investigative journalism (with a touch of muckraking and social satire), *But Wait . . . There's More!* will ensure that you never look at those too-good-to-be-true deals the same way again.

From Publishers Weekly In this lively expose, journalist Stern dissects the direct-response marketing business (which includes both infomercials and home shopping networks), a \$300 billion industry, larger than the film, music and video game industries combined. There's guilty-pleasure revelations aplenty: how the traditional sales pitch adapted to a televisual format by, for example, real-time number tracking that allows network officials to tell on-air talent, through tiny earpieces, that, say, twirling a piece of jewelry around a finger causes sales to spike and how hosts persuade Americans to buy products like the Inside-the-Shell Electric Egg Scrambler, Power Scissors, the Miracle Broom and, of course, the most successful on-air product to date, the celebrity-driven skin-care regime Proactiv. There's psychology here, too: the author describes the mindset of the typical late-night tired consumer, falling for tricks they wouldn't necessarily fall for in a store. Stern is the perfect host to this slightly seedy world, well-informed and "transfixed by the zany nature of it all." (Apr.) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "One of the most interesting industry portraits to come along in a while." About the Author Remy Stern is a former editor at Radar and currently the editor and publisher of the Web site Cityfile.com. He has written for numerous publications in the past, including New York magazine and the New York Post. His lifelong fascination with infomercials has led him to buy, among other things, a pasta machine, a vegetable juicer, and a set of booklets and VHS cassettes that assured him he'd be a millionaire in thirty days or less.

He lives in New York City. This is his first book.