



## Nets, Locks and Erasers: The only three things people ever really buy (Paperback)

By Sean Trapani

Createspace Independent Pub, 2009. Paperback. Condition: New. Tim Lisko (illustrator). Language: English . Brand New Book. There s one big mistake that nearly all students (and many business owners) make when creating ad concepts. They ask the wrong question before they start thinking of ideas.This book can help you avoid that mistake. It gives ad students of all ages -- especially visual thinkers -- a new way of learning one of the most important insights of Hopkins, Reeves, Maslow, Sullivan, Godin and others. It s the lesson of relevance.This first-step guide will teach the reader the first question they must ask before they spend one minute of their time exploring visual or verbal ideas.



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