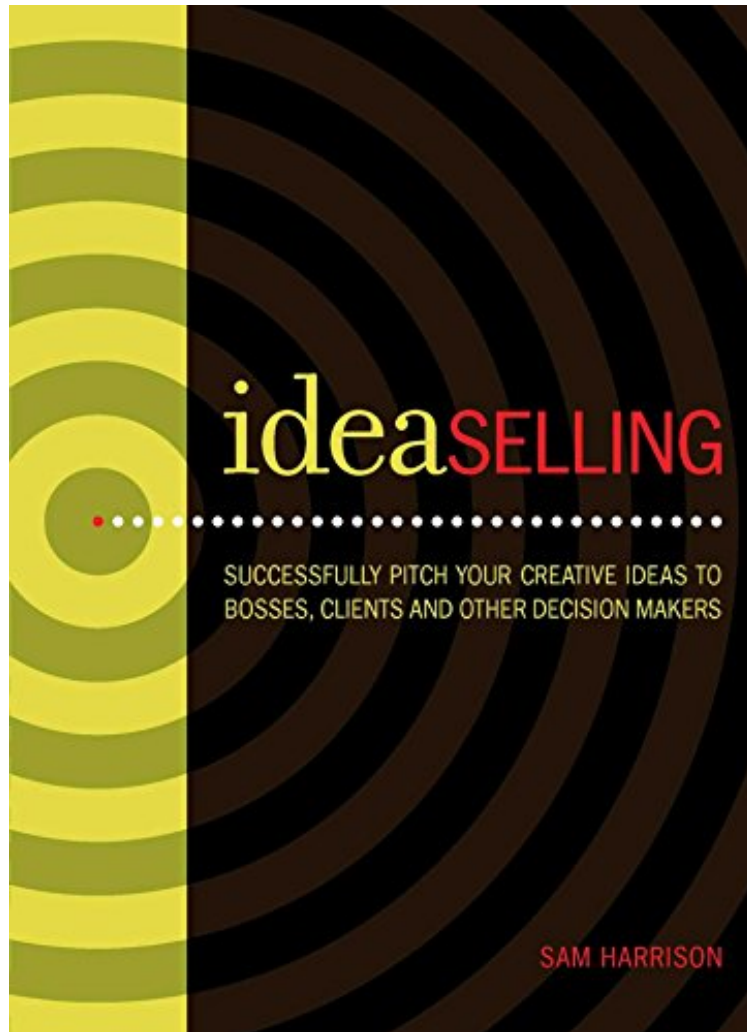


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IdeaSelling: Successfully Pitch Your Creative Ideas to Bosses, Clients other Decision Makers

Sam Harrison

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Sam Harrison : IdeaSelling: Successfully Pitch Your Creative Ideas to Bosses, Clients other Decision Makers before purchasing it in order to gage whether or not it would be worth my time, and all praised IdeaSelling: Successfully Pitch Your Creative Ideas to Bosses, Clients other Decision Makers:

0 of 0 people found the following review helpful. It's a gamble. By Tom j Dolan This is an interesting book to look at. There's lots of artistic touches. Swirls. Dotted lines defining a circle or 2. Textures here-n-there. Boxes incorporating text and text within lines and text with no boundaries other than beginning with a capital and ending with a period. Lots of empty space. What's most noticeable, making it hardly noticeable at all, is the incredibly tiny font that was

chosen to deliver most of the information. But it's fair to note that page TITLES were more prominent. Anyway, getting to the core of my reactions: upon completion of the book I simply didn't feel that I learned anything new. It was a visual experience, but not an informative or educational one. A lot of information and maybe that's its value, but I don't think you'll know for sure until you've reached the end.

2 of 2 people found the following review helpful. Good but not innovative
By vpI feel like this book contains an easily digestible rehash of things I've read before. The layout of the book is easily digestible and makes a good potty book or for people with short attention spans. But in general, I did not find anything super innovative in it. The reason I'm giving it 4-stars is that it's still a good book, and from what I've seen in my professional career, it would most people wrestling with corporate cultures. If you have ideas you are looking to pitch or struggling to get visibility among corporate noise, give it a try.

0 of 0 people found the following review helpful. Smart, Fast Read on Pitching Ideas
By Marianne/SF There will always be a plethora of business books. Often consultants think they need one, because everyone asks. Yet this book is stellar. Terrific ideas you can use right away and written in such a fast, easy to digest manner. Clearly Sam Harrison knows his stuff. I highly recommend it--especially for consultants or people in Creative fields. Sam, if you are every speaking in San Francisco, put me on your mailing list. Like to hear you in person.

Don't let your creative ideas get picked apart and put down!
If you're like most creative people, chances are high that you've had your share of ideas rejected by clients or decision makers. While we sometimes make the mistake of believing ideas should sell themselves, the fact is that the better and bolder the idea, the more it needs selling. This book contains powerful techniques to help you sell your ideas to those with approval power. You'll find tips from designers, writers, marketers and other creative professionals, along with meaty advice from selling and branding gurus. In no time, you'll be able to convince those who hold the purse strings that your ideas are worth pursuing and investing in.

Designers have a little known secret: Designing something is the easy part, getting others, specifically clients, to embrace that design is the real hard part. Harrison has put together dozens of tips that, if applied correctly, independently or in unison, will help you get those great design ideas approved.

—Armin Vit and Bryony Gomez-Palacio, authors of *Graphic Design*, Referenced

About the Author
Sam Harrison has more than 20 years of diverse and successful experience in creative roles, including product innovation, branding, advertising, public relations, direct marketing and event planning. He was also a senior vice president with an SP 500 firm and has worked with clients and affiliates such as Major League Baseball, NFL, Hallmark, Hasbro, American Express and more. Currently he is a professional speaker and workshop leader for firms, associations and conferences throughout North America and beyond. He is also an instructor at Portfolio Center, a graduated studies program specializing in creative brand communications. He lives in Atlanta, Georgia.