Google Drive



But Wait ... There's More!

Remy Stern

Download now

Click here if your download doesn"t start automatically

But Wait ... There's More!

Remy Stern

But Wait ... There's More! Remy Stern

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.

Download But Wait ... There's More! ...pdf

Read Online But Wait ... There's More! ...pdf

Download and Read Free Online But Wait ... There's More! Remy Stern

---

From reader reviews:

Scottie Hicks:

This But Wait ... There's More! book is just not ordinary book, you have after that it the world is in your hands. The benefit you receive by reading this book will be information inside this guide incredible fresh, you will get details which is getting deeper you actually read a lot of information you will get. That But Wait ... There's More! without we comprehend teach the one who studying it become critical in considering and analyzing. Don't possibly be worry But Wait ... There's More! can bring if you are and not make your case space or bookshelves' grow to be full because you can have it within your lovely laptop even cell phone. This But Wait ... There's More! having great arrangement in word as well as layout, so you will not truly feel uninterested in reading.

Henrietta Roderick:

Spent a free the perfect time to be fun activity to do! A lot of people spent their spare time with their family, or their own friends. Usually they doing activity like watching television, going to beach, or picnic inside park. They actually doing same every week. Do you feel it? Do you need to something different to fill your current free time/ holiday? Could be reading a book is usually option to fill your no cost time/ holiday. The first thing that you'll ask may be what kinds of reserve that you should read. If you want to test look for book, may be the guide untitled But Wait ... There's More! can be good book to read. May be it may be best activity to you.

Nicholas Buchanan:

Beside this particular But Wait ... There's More! in your phone, it might give you a way to get more close to the new knowledge or info. The information and the knowledge you can got here is fresh through the oven so don't be worry if you feel like an outdated people live in narrow small town. It is good thing to have But Wait ... There's More! because this book offers to you readable information. Do you occasionally have book but you do not get what it's exactly about. Oh come on, that would not happen if you have this inside your hand. The Enjoyable blend here cannot be questionable, similar to treasuring beautiful island. Use you still want to miss that? Find this book along with read it from at this point!

Blanche Jackson:

That book can make you to feel relax. This particular book But Wait ... There's More! was colorful and of course has pictures on the website. As we know that book But Wait ... There's More! has many kinds or style. Start from kids until teens. For example Naruto or Detective Conan you can read and think that you are the character on there. Therefore , not at all of book usually are make you bored, any it makes you feel happy, fun and rest. Try to choose the best book for you personally and try to like reading in which.

Download and Read Online But Wait ... There's More! Remy Stern #26WDSUP9FCZ

Read But Wait ... There's More! by Remy Stern for online ebook

But Wait ... There's More! by Remy Stern Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read But Wait ... There's More! by Remy Stern books to read online.

Online But Wait ... There's More! by Remy Stern ebook PDF download

But Wait ... There's More! by Remy Stern Doc

But Wait ... There's More! by Remy Stern Mobipocket

But Wait ... There's More! by Remy Stern EPub