



40 Years 40,000 Sales Calls: Thoughts on Radio and Advertising Based on a Lifetime of Customer Contact

Barry Drake

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Thoughts on radio and advertising based on a lifetime of customer contact. Barry Drake retraces the steps of his forty year broadcasting career to delight readers by telling stories and bringing to light things that have changed and so many things that have not. Growing up in a media household, Drake saw the birth of television and the impact of local radio personalities. He picked up knowledge of business working in fast food and retail. In radio, Drake began in the day of AM domination and participated in the rise of FM. Later he went on to head companies in radio and television. 40 Years 40,000 Sales Calls is loaded with Drake's opinions on the current state of the media, radio in particular and what advertisers want. What makes this book unique is that the opinions all come from direct contact with advertisers. There is no B-school philosophy. Just real world knowledge obtained over forty years of real world work. One hundred percent of the net proceeds from the book's sales go to the Broadcasters Foundation of America to assist broadcasters who are in acute need. The Foundation does not endorse or subscribe to the views expressed in the book.

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