



# Images That Sell: 500 Ways to Create Great Ads

*Luc Dupont*

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*Images That Sell* shows you how to motivate people with images. With clarity and insight, it explains:

- 1) How consumers respond to advertising images
- 2) How to choose the right image for your product or service
- 3) Which images attract the most attention
- 4) Which images are the most easily memorized
- 5) How you can communicate more persuasively with your visuals

Reproducing over 500 high-powered ad images in full color, this book delivers practical answers to questions that arise in all image-based media: magazines, posters, daily and weekly newspapers, subway and bus ads, brochures, and catalogs.

*Images That Sell* is ideal for business people and advertisers who require quick access to the world of ad images, along with a presentation of strategies that they can use to increase the power and appeal of their advertising. It is easy to read and it offers numerous tips, techniques, and ideas for creating great ads.

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