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How to use consumer psychology to gain better results from your advertising About the Author Drew Eric Whitman has taught the psychology behind the consumer response for more than 23 years.

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"Cashvertising" is a short but useful book in which Drew Eric Whitman uncovers the mysteries covering consumer behavior by providing insight into some basic psychological principles. We recommend this book to all marketers since we believe that anyone will find "Cashvertising" useful for developing their advertising skills.

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Drew also answers our questions about the best type face, ad size, color, page and sectioning, long copy vs. short copy, surveys, unique selling propositions, and the list goes on. Yes. You can learn enough from Drew's Cashvertising to fill your pockets with crisp new \$100 bills.

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