



# I Can Get It for You Retail: Down and Dirty Tales from a Canadian Ad Man

*Rick Padulo*

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## **I Can Get It for You Retail: Down and Dirty Tales from a Canadian Ad Man** Rick Padulo

An inside look at the advertising business by the man behind all those ads you just can't keep out of your head.

If you have ever worked in or are interested in marketing, advertising, or retail, this book is a must read. *I Can Get it For You Retail* plots a course for success in the real world with the inside scoop on several of the most successful retail marketing/advertising campaigns in Canadian history:

- Black's is Photography
- Leon's - Don't Pay a Cent Event
- Zellers - Because ... the Lowest Price is the Law
- CIBC - Seeing Beyond
- Rexall - A Pharmacy First

These campaigns demonstrate in real time and real life how Rick's Nine Commandments help create success.

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