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**February 5th 2013: ADVERTISING MUST
GENERATE SALES..... SUPERBOWL ADS
NEARLY ALL LOSERS**

A look at the NFL Super Bowl sponsors and advertisers – from the great leveraging done by Pepsi to the brilliant Oreo's blackout tweet, the good Oprah Jeep commercial, to the dreadful Go Daddy and Calvin Kline ads, that really missed the mark. We also discuss how perseverance is a key ingredient in sales success, how online marketing needs offline support and Cloud Computing. A great interview with Jamey Power from JD Power and Associates, and the popular email segment.

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Featured Guest



Jamey Power

Jamey is a former Senior Vice President and Strategic Advisor at J.D. Power and Associates. While Jamey grew up with the company since his early school years, after college he went to work for Foote, Cone and Belding, then worked for Chevrolet before joining the family business as Snr Vice President and Strategic Advisor. He facilitated the transition of JD Power from a private business to becoming part of The McGraw Hill Companies. Today he advises organizations globally on quality, customer service, and marketing, giving speeches, and devoting a lot of time to the family's philanthropic interests, particularly the National Multiple Sclerosis Society. . He is assisting his father on

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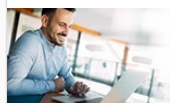
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