

Marketing Intelligence for Your Business

THE ADVERTISING SHOW.COM

24-Nov-06 9:00 AM CST

Andy Cohen, Author of "Follow the Other Hand," Discusses New Marketing Ideas and Innovative Business Solutions

Co-host Brad Forsythe interviews Andy Cohen, author of FOLLOW THE OTHER HAND.

Andy is the founder of the advertising agency, Exposed Brick, and the marketing think tank, AC. He is a renowned advisor, speaker and author who helps companies and their teams think differently to generate new marketing ideas and innovative business solutions. He is also an adjunct professor at New York University and a guest speaker at the Stern School of Business. Cohen is a faculty member of the Duke Corporate Education Global Learning Resource Network. Andy's award winning ideas have help generate over \$1 billion in direct sales for global Fortune 500 clients, including American Express, AOL Time Warner, HBO, NBC, Clorox, Club Med, and Merrill Lynch. He has also published numerous articles which have been translated into seven languages. His work and writing on his proprietary OPC+B formula have received national press coverage including The New York Times and AdAge. Andy also happens to be an expert magician. His experiential workshops often use magic as a metaphor to motivate key management to think differently and generate innovative business solutions. Andy graduated from Franklin and Marshall College with a B.S. in experimental psychology. He is the youngest recipient of the Irving Wunderman Award recognizing excellence in creativity and CRM, two-time winner of the Gold EFFIE, the highest award for creative and marketing results given by the American Marketing Association, and dual winner of the CLIOS Awards.