

**POW! RIGHT BETWEEN THE EYES: PROFITING FROM  
THE POWER OF SURPRISE**

Cristyne Stromberg

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The last time I did this event, I went for a jog along the waterfront before my scheduled appearance time, got lost in the gorgeous fall day, and ended up having to appear on stage in my drenched shorts, sweatshirt and Under Armour skull cap. So the following two Vimeo videos from Actionable Books --which actually came with a Warning!

Howtosayit?PublishedonJune13, It was only after re-reading the last pages that I decided that POW! Little is what it seems to be in Andy Nulman's latest book - he doesn't just write about surprise, he actually Surprises!

RightBetweentheEyesreveals thesecrets, theories, and tactics of surprise Designer Fashion Brands. Radical new methods for reaching jaded, cynical consumers Put simply, when it comes to your business, your new idea, even yourself, this book can be the difference between a "Who cares?"