



## But Wait ... There's More!

*Remy Stern*

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## **But Wait ... There's More!** Remy Stern

Whether it was a Ginsu knife, George Foreman Grill, Tony Robbins' motivational book, kitchen device by Ron Popeil, or any of the countless other famous products that have been marketed on infomercials over the years, admit it: you or someone you know has bought one—and you're not alone. Last year, one out of every three Americans picked up the phone and ordered a product from a television infomercial or home shopping network, and in *But Wait . . . There's More!* journalist (and infomercial addict) Remy Stern offers a lively, behind-the-scenes exploration of this enormous business—one that markets the world's most outrageous products using the most outrageous tactics.

Don't let the kitschy exterior fool you: behind the laughable demonstrations, goofy grins, and cheesy dialogue lies an industry larger than the film and music industries combined. The first book of its kind, *But Wait . . . There's More!* exposes the never-before-told story of the infomercial and home shopping phenomenon in all its excessive glory and its meteoric rise to become one of the most profitable businesses in America.

Along the way, Stern details the history behind the classic products and introduces readers to some of the most famous (and infamous) pitchmen and personalities in the business, including Tony Robbins, Billy Mays, Ron Popeil, Tony Little, Suzanne Somers, Kevin Trudeau, and Joe Francis. He also presents an in-depth look at the business behind the camera—the canny sales strategies, clever psychological tools, and occasionally questionable tactics marketers have used to get us to open up our wallets and spend, spend, spend.

Stern's eye-opening account also offers a penetrating look at how late-night television conquered the American consumer and provides insight into modern American culture: our rampant consumerism, our desire for instant riches, and our collective dream of perfect abs, unblemished skin, and gleaming white teeth. Both a compelling business story and a thoroughly entertaining piece of investigative journalism (with a touch of muckraking and social satire), *But Wait . . . There's More!* will ensure that you never look at those too-good-to-be-true deals the same way again.

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### **From reader reviews:**

#### **Becky Pope:**

Spent a free time to be fun activity to accomplish! A lot of people spent their down time with their family, or their particular friends. Usually they doing activity like watching television, planning to beach, or picnic inside the park. They actually doing same every week. Do you feel it? Would you like to something different to fill your personal free time/ holiday? Could possibly be reading a book is usually option to fill your cost-free time/ holiday. The first thing that you ask may be what kinds of publication that you should read. If you want to test look for book, may be the guide untitled But Wait ... There's More! can be fine book to read. May be it can be best activity to you.

#### **Pamela Watkins:**

In this period of time globalization it is important to someone to get information. The information will make anyone to understand the condition of the world. The healthiness of the world makes the information better to share. You can find a lot of references to get information example: internet, newspapers, book, and soon. You will observe that now, a lot of publisher that will print many kinds of book. The particular book that recommended for you is But Wait ... There's More! this reserve consist a lot of the information with the condition of this world now. This book was represented how does the world has grown up. The words styles that writer require to explain it is easy to understand. Often the writer made some exploration when he makes this book. Honestly, that is why this book suitable all of you.

#### **Lee Henry:**

This But Wait ... There's More! is new way for you who has curiosity to look for some information since it relief your hunger of knowledge. Getting deeper you in it getting knowledge more you know or you who still having tiny amount of digest in reading this But Wait ... There's More! can be the light food for you personally because the information inside this book is easy to get by simply anyone. These books produce itself in the form which is reachable by anyone, yes I mean in the e-book application form. People who think that in e-book form make them feel drowsy even dizzy this guide is the answer. So there is not any in reading a publication especially this one. You can find what you are looking for. It should be here for you. So , don't miss this! Just read this e-book kind for your better life and also knowledge.

#### **Louis Hartford:**

As a university student exactly feel bored to be able to reading. If their teacher inquired them to go to the library as well as to make summary for some guide, they are complained. Just minor students that has reading's heart and soul or real their leisure activity. They just do what the trainer want, like asked to go to the library. They go to there but nothing reading critically. Any students feel that looking at is not important, boring as well as can't see colorful pictures on there. Yeah, it is to get complicated. Book is very important for you personally. As we know that on this period of time, many ways to get whatever we want. Likewise word says, many ways to reach Chinese's country. So , this But Wait ... There's More! can make you really

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