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I read a handful of books that ended up having a strong impact not just on my life, but on my business as well. All of these books share a common theme, and

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that's the undeniable effect
that having a ...

5 Books That Made the Biggest Impact On My Business

While a great deal of
neuroimaging for brain

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research has focused on
risk/reward scenarios to
understand emotional
processing, humor has been
largely under-studied in the
context of neuroimaging and
...

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Visualizing Brain Activity, Researching Humor as Emotion

Laughter has very little to do with jokes. In fact, it's more about expressing ... my field guide to influence with Tailify's marketing director Esme.

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**The importance of laughter
in influencer marketing**

Alpha Foods and creative
agency of record Mischief @
No Fixed Address launch
cheeky new advertising and
marketing campaign: ...

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Alpha Foods Launches First Ad Campaign to Bolster Marketing Blitz

From periods and acne to sex toys and toilet plungers, DTC brands are out to disrupt every eyebrow-

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raising industry under the
sun.

The business of normalizing taboo topics

Implicit advertising, on the
other hand, works best when
businesses want to associate

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their products with a
psychological or symbolic
element -- such as luxury,
humor or a specific
emotional appeal.

**The Message Components of
Implicit Advertising Vs.**

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Explicit Advertising Wit

Racial showdowns. Whacked-out press conferences.

Sketchy backroom deals. Is the the awards show

Hollywood loves to loathe finally down for the count?

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Why the Golden Globes Blew Up

It's rare that hiring a big-name talent to pitch a game at a show like E3 works for both the company and the audience ...

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**The four kinds of celebrity
appearance | This Week in
Business**

Studies show that 70-80 percent of people research companies online before visiting a small business or making a purchase with them.

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Here are three ways to bring
your business into the 21st
century ...

Why Your Rental Business Needs an Online Presence

Drawing on examples from
language play and jokes in a

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range of real-life contexts,
such as art, business,
marketing, comedy, creative
writing, science, journalism
and politics, the authors
use their ...

The Language of Humor

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When you show an older woman in a campaign, not only does she have the power to inspire a younger person, but also the power to inspire her generation," says Ari Seth Cohen, the American founder of ...

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**Brands' Obsession With Youth
Is Costing Them in China**

Public Speaking Super
Powers" can be an extremely
useful resource in the
current scenario as live
events are returning after

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the pandemic. The book, *Wit*, written by award-winning author Carma Spence, is a ...

**Ready for the Virtual or
Live Stage? Time to Learn
Public Speaking Super Powers**

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Juliana earns more money than her husband and she goes through a lot managing her business and finance. On social media, you see a lot of jokes about men wanting to become househusbands or marry rich ...

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Juliana earns more money than her husband and she goes through a lot managing her business and finance.

Vision Films Inc. ("Vision") announces the VOD release of the feature film Before I Go

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on July 20, 2021. From
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prolific writer and
filmmaker Eric Schaeffer
(Boys Meets Girl, If Lucy
Fell, Never Again), ...

**Vision Films to Release Dark
Humor Self-Discovery Film**

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"Before I Go" Starring Annabella Sciorra

We are nuts about dad! In honor of Father's Day, the maker of PLANTERS® products and Anthony Anderson are teaming up to show just how nuts they are ab ...

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**The MR. PEANUT® Character
and Anthony Anderson Are
Nuts for Dad This Father's
Day With a New Music Video
Featuring Original Song,
"Shake It Like Dad"**

Hair jokes aside, behind the

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Humour there is a real Wit.

The Canadian Federation of Independent Business stated that seven in 10 small business owners have taken on debt due to COVID-19 ...

Jokes about Mayor John

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**Tory's hair are funny, but
his mane is a symptom of an
industry in crisis**

Humor is now more relevant than ever. Dr. Jennifer Aaker and Naomi Badgonas at the Stanford Graduate School of Business teach a popular

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course at the college
called, "Humor: Serious
Business." ...

**Take two chuckles: Laugh
your way through the Working
Well Breakfast
Dad.** Amazing how such a

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small word can have such a huge impact on a child's life. Like moms, dads have the hard, and sometimes frustrating job, of raising kids. However, unlike moms, dads often ...

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**From the frontlines of
fatherhood: Local dads tell
their stories about learning
patience, answering a lot of
questions and raising kids**
Dickey's Barbecue Pit knows
that the best jokes come
from dad. Ever heard your

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dad say something like,
"Nobody throws a barbecue as
good as me ... my record is 21
feet"? Think you can do
better? Now is ...

**Dickey's Barbecue Pit Hosts
Best Dad Joke Contest in**

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Celebration of Father's Day

Elizabeth Gomez, owner of Bridge City Contracting and a Hispanic woman, is trying to buck that stereotype; she wants people to know that she doesn't exist to fill a "diversity quota." "I've had

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