



094 BUSINESS PROFILE 105 BUSINESS BRIEFS
 106 BUSINESS AGENDA 115 TECH TOYS

success stats →

INFOMERCIALS ARE ACHIEVING SUCCESS WORLDWIDE - FIND OUT HOW ON P106.

MORE THAN 20 MILLION SNUGGIES HAVE BEEN SOLD. WITHIN THE FIRST 30 MINUTES OF THE WORLDWIDE. GEORGE FOREMAN HAS SOLD MORE THAN 30 MILLION GRILLS.

25% OF ALL TV COMMERCIALS IN THE US. ACCOUNT FOR AT LEAST 25% OF ALL TV COMMERCIALS IN THE US.

CALL THREE MINUTES OF THE WORLDWIDE. WITHIN THE FIRST 30 MINUTES OF THE WORLDWIDE.

THE SHAMWOW INFOMERCIALS COST JUST US\$20,000 TO MAKE. MORE THAN 50 MILLION SHAMWOWS HAVE BEEN SOLD IN THE US.

MORTEIN INFOMERCIAL WAS ONE OF THE FIRST TV ADS PRODUCED AND SHOWN IN THE COUNTRY. WHEN TV ARRIVED IN AUSTRALIA IN 1956, A MORTEIN INFOMERCIAL WAS ONE OF THE FIRST TV ADS PRODUCED AND SHOWN IN THE COUNTRY.

127,000 FANS. SNUGGIE'S FACEBOOK PAGE HAS MORE THAN 127,000 FANS.

THE SHORT STORY



PRICELESS
 By William Poundstone
 (Scribe, RRP \$35)
 In this intriguing look at the myth of fair value, Poundstone reveals the psychological tricks used to convince us that we're getting a good deal.



FREEFALL
 By Joseph Stiglitz
 (Penguin, RRP \$32.95)
 Stiglitz points a finger at the poor economic policies we inherited from the US as a key driver of the GFC and outlines the way forward.



NICE WORK
 By Jana Wendt
 (Melbourne University Press, RRP \$35)
 One of Australia's best-known journalists, Wendt paints a vivid portrait of modern work and the passion that drives it.