

## **New Book Helps Consumers Navigate Marketing Tricks to Protect Hard-Earned Dollars!**

*The softcover version of **SOLD: Don't Go Poor and Miserable Being Sold Happiness** will debut September 18, 2012. The book exposes marketing techniques used by companies to appeal to the emotional weaknesses of consumers and teaches consumers how to navigate marketing techniques by using the seven-step Consumer Buying Process.*

[SOLD: Don't Go Poor and Miserable Being Sold Happiness](#) by Glenn Sosa will debut as a softcover book on September 18, 2012. The book is designed to offer U.S. consumers a provocative inside look at the marketing industry. With 500 billion dollars a year spent on advertising and sales training, the marketing industry is designed to sell consumers items that make them feel good, as opposed to items that they actually need.

*"I wrote the book to act as an advocate for consumers," said author Glenn Sosa. "There are many books written to help people learn how to sell, but what about the consumer? My goal was to help people make smart purchases without falling into the psychological traps that most marketing companies use."*

*SOLD: Don't Go Poor and Miserable Being Sold Happiness* notes 38 marketing techniques used to sell consumers products and services; how to deal with salespeople, advertisements, and marketing gimmicks; how to identify the types of purchases that can contribute to lasting happiness, and more! *"With an uncertain economy right now this book will help many people navigate their finances in a smarter fashion,"* Sosa continued. *"I believe the media would want to focus more on helping a diverse demographic of consumers regain control of their budgets and to also understand past purchase mistakes."*

Glenn Sosa is available to speak with the media about a variety of consumer awareness, financial, and marketing topics. Gratis copies of his book are available, in print or e-book form, to qualified members of the press. The softcover version of *SOLD: Don't Go Poor and Miserable Being Sold Happiness* will be sold for \$16.95 with the Kindle and iTunes versions currently selling for \$8.99. The book is published by Blackburn Point Press, LLC.

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About: Glenn Sosa spent fourteen years working in Marketing and Information Systems for ExxonMobil Corporation and eleven years leading sales for a business he founded in Florida. Mr. Sosa earned an MS in Management from the Massachusetts Institute of Technology and a BS in Quantitative Business Analysis and Computer Science from Louisiana State University. *SOLD: Don't Go Poor and Miserable Being Sold Happiness* is his debut effort in the world of publishing.

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Book details: <http://dontgopoor.com/>

