

Title Redaccion Comercial Copywriting Spanish Edition

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Ward Burton Hans M. Zell

written from a real world perspective by an award winning copywriter producer director this comprehensive guide is what every writer needs to create powerful strategic ad copy focusing on strategy technique and the skills needed to write for different media the copywriter s toolkit book will sharpen your copywriting skills whatever your level introduces essential conceptual strategies and key writing techniques for result driven copy provides practical advice on writing for specific media including print radio tv websites blogs social media ambient digital direct mail product packaging and viral marketing covers all areas of copy development on strategy and on target messaging headline and slogan creation brand personality and tone of voice broadcast production conceptualization and print digital typesetting consideration presents innovative visual examples from exciting multimedia campaigns comments from copywriters at world renowned agencies inspiring radio scripts tv scripts and storyboards effective blog posts imaginative package copy and more shares invaluable writing tips and insights from award winning copywriters currently at global agencies includes supplementary website an instructor s manual sample syllabus powerpoint presentations and creative assignments as well as student study aids flashcards podcasts and or webinars by the author and links to sample and featured campaigns agencies and related videos

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