

The Adweek Copywriting Handbook Ultimate Guide To Writing Powerful Advertising And Marketing Copy From One Of Americas Top Copywriters Joseph Sugarman

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great copy is the heart and soul of the advertising business in this practical guide legendary copywriter joe sugarman provides proven guidelines and expert advice on what it takes to write copy that will entice motivate and move customers to buy for anyone who wants to break into the business this is the ultimate companion resource for unlimited success

copywriting refers to a copy written for advertising and publicity purposes and aims to convince or compel the target audience copywriting services are offered by

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