

The Copy Workshop Workbook

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when it comes to attracting consumers through advertising which words phrases and techniques are most effective strategic copywriting a detailed how to guide introduces students to time tested strategies for writing and designing successful ads in this second edition edd applegate explains the core principles that have guided advertising for decades from knowing the audience to crafting a compelling message next proven techniques for producing specific kinds of advertising whether for newspapers magazines or other print media for broadcast radio or television or for social media and online mobile platforms are addressed in step by step detail throughout applegate walks readers through real advertisements from advertising agencies of all sizes across the united states to illustrate what works or not and why

designed for students and practitioners in the fields of organizational behavior and human resource training and development this book examines

improving organizational communication terrence gargiulo shows how the use of storytelling is the key to effective communication and learning

account planning is a discipline that combines aspects of four traditionally separate areas of advertising and marketing this text aims to demonstrate how to use account planning to win clients and produce better more effective advertising it also shows the role account planning played in producing celebrated advertising campaigns

showing how every word counts this book provides specific examples of what works and what doesn t when writing a personal ad combining real life stories with expert advice from the authors this book is a comprehensive resource that will help readers attract the right people through a personal ad

written for the undergraduate student in liberal arts journalism and business schools a resource guide to the best work in the field for students in art and graphic design courses and for professionals in the field preface p vx

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