

Title Redaccion Comercial Copywriting Spanish

Edition

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Copywriting for the Electronic Media Publishers' Circular and General Record of British and Foreign Literature, and Booksellers' Record Industrial Marketing The Publishers' Circular and Booksellers' Record of British and Foreign Literature Publishers' circular and booksellers' record Hispanic Business Publishers' Circular and Booksellers' Record of British and Foreign Literature Advertising Copywriting Export Trade and Shipper ATA Professional Services Directory Class and Industrial Marketing Telecommunication Journal Book Marketing and Promotion Advertising World Language International Literary Market Margo Berman Jonathan Gabay Natalia Maiorova Roberto Valdeón Milan D. Meeske Philip Ward Burton Hans M. Zell

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Services Directory Class and Industrial Marketing Telecommunication Journal Book

Marketing and Promotion Advertising World Language International Literary Market Place

Margo Berman Jonathan Gabay Natalia Maiorova Roberto Valdeón Milan D. Meeske Philip

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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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written by leading experts in the area the routledge handbook of spanish translation studies brings together original contributions representing a culmination of the extensive research to date within the field of spanish translation studies the handbook covers a variety of translation related issues both theoretical and practical providing an overview of the field and establishing directions for future research it starts by looking at the history of translation

in spain the americas during the colonial period and latin america and then moves on to discuss well established areas of research such as literary translation and audiovisual translation at which spanish researchers have excelled it also provides state of the art information on new topics such as the interface between translation and humour on the one hand and the translation of comics on the other this handbook is an indispensable resource for postgraduate students and researchers of translation studies

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