

1. Record Nr.	UNINA9910452652303321
Autore	Berman Margo <1947->
Titolo	The copywriter's toolkit [[electronic resource] ] : the complete guide to strategic advertising copy // Margo Berman
Pubbl/distr/stampa	Chichester, West Sussex, U.K. ; ; Malden, Mass., : Wiley-Blackwell, 2012
ISBN	1-4443-6081-7 1-283-54234-X 9786613854797 1-4443-6080-9
Descrizione fisica	1 online resource (398 p.)
Disciplina	659.13/2
Soggetti	Advertising copy Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Machine generated contents note: Introduction Acknowledgments Chapter 1. The Persuasive Word: Strategy: The ABC's - Audience, Benefits & Creative Briefs Chapter 2: The Strategic Word: Strategy Categories Chapter 3. The Chosen Word: Writing Techniques Chapter 4: The Sticky Word: Headline and Slogan Techniques Chapter 5. The Written Word: Print (ads, brochures, catalogues) Chapter 6. The Spoken Word: Radio Chapter 7. The Animated Word: TV Chapter 8. The Delivered Word and Abridged Word: Direct Mail, Mobile & Small-Space Writing Chapter 9. The Ambient and Moving Word: Out-of-Home & Transit Chapter 10. The Online Communal Word: Digital Dialogue, Virtual Community, Blogging Chapter 11. The Online Word: Websites Chapter 12. The Buzz Word: Interactive Engagement, Social Media, Viral Marketing Chapter 13. The Multimedia and Multilingual Word: Integrated Campaigns Chapter 14. The Global Word: International Campaigns Suggested Reading.
Sommario/riassunto	"It doesn't matter whether you're a student, novice, or seasoned professional, this book will hone your copywriting skills. Beginning with strategy and technique, each following chapter focuses on writing for a specific medium: from print and broadcast through ambient and digital

media. Writing examples are shown using industry standard formats. You'll quickly see how radio scripts differ from TV scripts, how television storyboards are best presented, and how print copy is typed up to facilitate typesetting. Copywriters from global agencies share their writing secrets and offer copy tips for every medium. Special callout boxes will make major points easy to remember and simple to apply. Glossaries are listed in relevant chapters and checklists summarize the principles for fast reference. 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"--

2. Record Nr.	UNISA996397305003316
Autore	Nowell Alexander <1507?-1602.>
Titolo	A cathechisme, or institution of Christian religion [[electronic resource]] : to be learned of all youth next after the little cathechisme, appointed in the Booke of common prayer
Pubbl/distr/stampa	At London, : Printed by Iohn Daye, and are to be solde at his shoppe vnder Aldersgate, 1577
Descrizione fisica	[109] p
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Dedication signed: A.N. "Cum priuilegio Regiæ Maiestatis." Signatures: A-F G. Illustrated t.p. Reproduction of original in the British Library.
Sommario/riassunto	eebo-0018