

1. Record Nr.	UNINA9910779656503321
Autore	Shaw Mark <1965->
Titolo	Copywriting [[electronic resource]] : successful writing for design, advertising, and marketing / / Mark Shaw
Pubbl/distr/stampa	London, : Laurence King, 2012
ISBN	1-78067-162-8
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (240p.)
Disciplina	808.0666591
Soggetti	Advertising copy Business writing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Previous ed.: 2009.
Nota di bibliografia	Includes bibliographical references and index.
Sommario/riassunto	Writing copy is often assumed to be a natural talent. However, there are simple techniques you can employ to craft strong written content with ease. This new, expanded edition teaches the art of writing great copy for digital media, branding, advertising, direct marketing, retailing, catalogs, company magazines, and internal communications. Using a series of exercises and up-to-date illustrated examples of award-winning campaigns and communication, Copywriting, Second Edition takes you through step-by-step processes that can help you to write content quickly and effectively. Including insightful interviews from leading copywriters, as well as illustrated case studies of major brands that explore the challenges involved in creating cutting-edge copy, this book will provide you with all the tools you need to become a confident and versatile creative copywriter.