

1.	Record Nr.	UNISALENTO991002863739707536
	Autore	Kommerell, Max
	Titolo	Gedanken über Gedichte / Max Kommerell
	Pubbl/distr/stampa	Frankfurt a. M. : Klostermann, 1956
	Descrizione fisica	503 p. ; 19 cm.
	Disciplina	831.6
	Soggetti	Goethe, Johann Wolfgang von Poesia
	Lingua di pubblicazione	Tedesco
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
2.	Record Nr.	UNINA9910781691403321
	Autore	Mizrahi Janet
	Titolo	Fundamentals of writing for marketing and public relations [[electronic resource]] : a step-by-step guide for quick and effective results / / Janet Mizrahi
	Pubbl/distr/stampa	[New York, N.Y.] (222 East 46th Street, New York, NY 10017), : Business Expert Press, 2010
	ISBN	1-283-89272-3 1-78034-430-9 1-60649-174-1
	Edizione	[1st ed.]
	Descrizione fisica	1 online resource (109 p.)
	Collana	Corporate communication collection, , 2156-8170
	Disciplina	808.06665
	Soggetti	Business writing Communication in marketing Public relations
	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 (p. 85-87) and index.

Nota di contenuto

List of illustrations -- Acknowledgments -- 1. Basic writing guidelines -- 2. Writing news releases -- 3. Writing newsletters -- 4. Writing brochures -- 5. Writing web copy -- 6. Writing for social media: blogs and microblogs -- 7. Media kits -- Notes -- References -- Index.

Sommario/riassunto

This book will help anyone who wants to learn how to write or simply how to improve when writing for marketing and public relations. The author brings to light a fantastic, easy-to-follow guide that provides the basics needed to write promotional and informational materials. Written in an approachable style, this book contains helpful samples and useful checklists that will make even the most timid writers confident that they have represented their organization's message in a professional manner.
