

1. Record Nr.	UNINA9910792333703321
Autore	Maslen Andy
Titolo	The copywriting sourcebook [[electronic resource]] : how to write better copy, faster : for everything from ads to websites // Andy Maslen
Pubbl/distr/stampa	London, : Marshall Cavendish Business, 2010
ISBN	981-4312-13-4
Descrizione fisica	1 online resource (315 p.)
Disciplina	659.132 659.1322
Soggetti	Advertising copy Marketing
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	Cover; Title; Copyright; Contents; Acknowledgements; Introduction; 1. Headline; 2. Sales letter; 3. Case study; 4. Press release; 5. Product brochure; 6. Press ad; 7. Presentation; 8. E-zine; 9. Corporate brochure; 10. Email; 11. Adword; 12. Article; 13. Web page; 14. Endpiece; Glossary; Index
Sommario/riassunto	It's OK knowing the theory, but when it's 9am and you have just been given until lunchtime to write some copy for a new sales email, landing page, press ad or brochure, what you really need is a shortcut.