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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"--

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