

1. Record Nr.	UNINA9910954165103321
Autore	Mizrahi Janet
Titolo	Fundamentals of writing for marketing and public relations : 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	9781283892728 1283892723 9781780344300 1780344309 9781606491744 1606491741
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.