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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.