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| Nota di contenuto | Intro -- Copywriting, 2nd edition -- Contents -- Preface -- Introduction -- Chapter 1: Getting to grips with copywriting -- Chapter 2: The art of writing great copy -- Chapter 3: Writing for brand and marketing -- Interview: John Simmons, The Writer -- Interview: Steve Manning, Igor International -- Case Study: Serious Waste Management -- Case Study: Olive Media Products -- Chapter 4: Writing for advertising and direct marketing -- Interview: Diane Ruggie, DDB -- Interview: Will Awdry, Ogilvy -- Case Study: Amnesty International -- Case Study: MemoMind Pharma -- Chapter 5: Writing for retailing and products -- Interview: Meredith Matthews, Half Price Books -- Interview: Dan Germain, Innocent Drinks -- Case Study: Method Home Products -- Case Study: Pret A Manger -- Chapter 6: Writing for company magazines, newsletters, and internal communications -- Interview: Conan Kisor, American Medical Association -- Interview: Sarah McCartney, Lush Times -- Case Study: Land Rover Onelife -- Case Study: Kodak One Magazine -- Chapter 7: Writing for catalogs -- Interview: Vincent Stanley, Patagonia -- Interview: Kate Tetlow, Jupiter Design -- Interview: Sunita Yeomans, Creative Director, argos.co.uk -- Case Study: The Territory Ahead -- Chapter 8: Writing for the digital environment -- Interview: Mark Santus, Romeo Empire Design -- Interview: Catherine Toole, Sticky Content -- Case Study: Broad Stripe Butchers -- Case Study: Daily Candy -- Case Study: Creative Review |

Sommario/riassunto

Writing copy is often assumed to be a natural talent. However, there are simple techniques you can employ to craft strong written content with ease. This new, expanded edition teaches the art of writing great copy for digital media, branding, advertising, direct marketing, retailing, catalogs, company magazines, and internal communications. Using a series of exercises and up-to-date illustrated examples of award-winning campaigns and communication, *Copywriting, Second Edition* takes you through step-by-step processes that can help you to write content quickly and effectively. Including insightful interviews from leading copywriters, as well as illustrated case studies of major brands that explore the challenges involved in creating cutting-edge copy, this book will provide you with all the tools you need to become a confident and versatile creative copywriter.
