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Soggetti	Advertising copy Business writing
Lingua di pubblicazione	Inglese
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	section 1. It's not about you -- section 2. What do you mean, you don't have a plan? -- section 3. What works? and what doesn't? -- section 4. OK, start writing -- section 5. Dressed to impress? -- section 6. What now?
Sommario/riassunto	New edition of a bestselling guide to writing effective sales and marketing copy.