

## Copywriting Successful Writing For Design Advertising And Marketing Mark Shaw

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'Copywriting' is colourful, it's full of sensible advice on writing all kinds of copy and there are some interesting interviews and case studies. There are examples of successful advertising campaigns too, plus advice on drafting copy, desiging website pages -the chapter on writing web copy was particularly good - and on taking briefs, and exercises to help you improve your own copywriting skills.

~~Copywriting: Successful Writing for Design, Advertising and~~

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Copywriting : successful writing for design, advertising, and marketing. Mark Shaw. 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. With insightful interviews from leading copywriters, as well as illustrated case studies of major brands, this new, expanded edition teaches the art of writing great copy for digital media, branding, advertising, direct marketing, retailing, catalogs, company ...

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He regularly lectures on copywriting, messaging and branding, and writes a weekly creative industries column for the Nottingham Post. Copywriting: Successful Writing for Design, Advertising and Marketing, second edition - Table of Contents

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Today, a successful copywriter will know how to organise their words to get people to feel, think or respond. In rolling with the times, the rise of online digital marketing, including social media campaigns, has meant that a copywriter must also have the ability to convey a specific message (which may have taken days, weeks or years to conceive by business owners) into a 280 character Tweet, for instance.

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