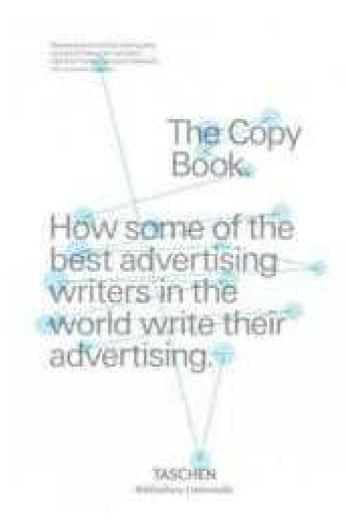
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LA DESCRIPTION

In 1995, the D&AD published a book on the art of writing for advertising. Though now outdated, the best-selling book remains an important reference work today-a bible for creative directors. D&AD and TASCHEN have joined forces to bring you an updated and redesigned edition of the publication. Regarded as the most challenging field in advertising, copywriting is usually left to the most talented professionals-often agency leaders or owners themselves. The book features a work selection and essays by 53 leading professionals in the world, including copywriting superstars such as David Abbott, Lionel Hunt, Steve Hayden, Dan Wieden, Neil French, Mike Lescarbeau, Adrian Holmes, and Barbara Nokes.... Lire la suiteThe lessons to be learned on these pages will help you create clearer and more persuasive arguments, whether you are writing an inspiring speech, an engaging web banner or a persuasive letter. This is not simply a "must have" book for people in advertising and marketing, it is also a "should have" book for anyone who needs to involve or influence people, by webpage, on paper, or in person.

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