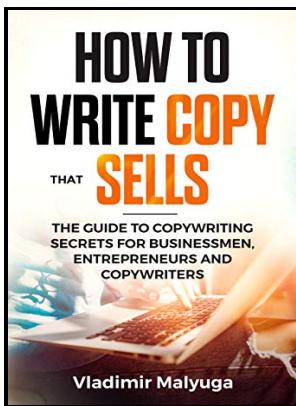


# Copywriting for the electronic media - a practical guide

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This text shows how video production skills are applied in an institutional setting, be it business and industry, hospitals, government, or education. He is coauthor of ELECTRONIC MEDIA IN GOVERNMENT and has written chapters for several other books.

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