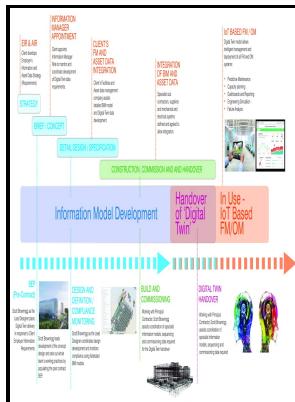# Net words - creating high-impact online copy

McGraw-Hill - Net Words

Description: -

-

Poland -- History -- Wars of 1918-1921.
Electronic commerce.
Broadcast advertising.
Advertising copy.Net words - creating high-impact online copy
-Net words - creating high-impact online copy
Notes: Includes index.
This edition was published in 2002

Filesize: 68.106 MB

Tags: #Net #Words: #Creating #High

Word Maker

Paragraph Dim oRng As Word. Nick Usborne, in his straightforward style, uncovers the dirtiest secret in the internet: The success of your site depends primarily on the copy. I like the concept of velocity of words and the purpose of the same to write effective Copy.

Net Words

Nick's approach to writing copy emphasizes bright, descriptive, no-nonsense and humorous text while eliminating stilted, boring, and unintelligible language. The second group includes the people from development groups, advertising agencies and marketing consultancy groups who need a better understanding of how copy works online, and how to make it work harder. Knowing that it is trying to re-publish content will not need to use the manual process of copies, but depends on the software you are copying process automatically.

Net Words: Creating High

It is highly readable and very practical.

Net Words: Creating High

This behavior occurs only if you have not turned off the automatic formatting of hyperlinks functionality.

Word Maker

This is our word maker. He is a screenwriter, script consultant and academic, and is also co-author of Writing for the Screen Palgrave, 2008.

Net Words Creating High Impact Online Copy PDF Book

Nick Usborne's insight into this craft fills a surprising gap in the online marketing toolbox.

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