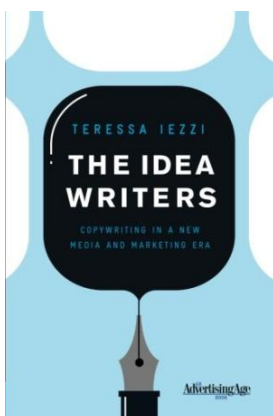


Download Doc

THE IDEA WRITERS: COPYWRITING IN A NEW MEDIA AND MARKETING ERA



Palgrave Macmillan. Paperback. Book Condition: new. BRAND NEW, The Idea Writers: Copywriting in a New Media and Marketing Era, Teresa Iezzi, A memorable slogan has been the cornerstone of every great ad campaign. In the past, writing one great headline could launch a career. But today's advertising campaigns have become more complicated with so many media platforms to write for - print, television, internet search, online, and cell phones. How do you write a great headline with perfect copy for...

Read PDF The Idea Writers: Copywriting in a New Media and Marketing Era

- Authored by Teresa Iezzi
- Released at -



Filesize: 2.15 MB

Reviews

It in a single of the best publication. Sure, it is play, continue to an interesting and amazing literature. You will not really feel monotony at whenever you want of your time (that's what catalogues are for about in the event you question me).

-- **Sonia Block I**

This is the greatest pdf i actually have go through right up until now. It is actually packed with knowledge and wisdom I found out this book from my dad and i advised this publication to find out.

-- **Arely Rath**

I actually started reading this pdf. It can be rally exciting throgh reading period of time. Your lifestyle span is going to be enhance as soon as you total reading this ebook.

-- **Nya Bechtelar**