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Great Promo Pieces: Create Your Own Brochures, Broadsides, Ads, Flyers and Newsletters That Get Results

By Herman R. Holtz

John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, Great Promo Pieces: Create Your Own Brochures, Broadsides, Ads, Flyers and Newsletters That Get Results, Herman R. Holtz, This guide shows how to develop sales and promotional pieces in--house, when the cost of producing outside may be prohibitive. The author discusses several types of copy writing, explaining the role of each type, and includes instructive exercises. Coverage includes advertising, direct--mail, and newsletters----with samples of successful copy writing in each area. Holtz also shows how to create persuasive marketing publications and covers the new technology of desktop publishing. Appendixes review available desktop publishing hardware and software, and there is a reference listing of periodicals and other books on desktop publishing.



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