



## 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.



**READ ONLINE**  
[ 4.04 MB ]

### Reviews

*The ebook is straightforward in go through preferable to recognize. It typically does not charge too much. Its been designed in an exceptionally straightforward way and it is just following i finished reading this book where basically altered me, affect the way i really believe.*

-- **Dr. Reta Murphy**

*It becomes an amazing pdf which i actually have at any time read through. This can be for all those who statte there had not been a worthy of reading through. You wont sense monotony at anytime of your own time (that's what catalogues are for relating to should you check with me).*

-- **Claud Kris**

## You May Also Like



### **TJ new concept of the Preschool Quality Education Engineering the daily learning book of: new happy learning young children (3-5 years) Intermediate (3)(Chinese Edition)**

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2005-09-01 Publisher: Chinese children before making Reading: All books are the Youth Pre-employment Training software download generated pictures...



### **TJ new concept of the Preschool Quality Education Engineering the daily learning book of: new happy learning young children (2-4 years old) in small classes (3)(Chinese Edition)**

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2005-09-01 Publisher: Chinese children before making Reading: All books are the Youth Pre-employment Training software download generated pictures...



### **Fifty Years Hence, or What May Be in 1943**

Createspace, United States, 2015. Paperback. Book Condition: New. 279 x 216 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Fifty Years Hence is a quasi-fictional work by Robert Grimshaw, a professional engineer, with the intent of making a...



### **I May be Little: The Story of David's Growth**

Lion Hudson Plc. Paperback. Book Condition: new. BRAND NEW, I May be Little: The Story of David's Growth, Marilyn Lashbrook, Stephanie McFetridge Britt, Great Bible stories in simple words. This series of Me Too books has been updated in a new, exciting...



### **Crochet: Learn How to Make Money with Crochet and Create 10 Most Popular Crochet Patterns for Sale: ( Learn to Read Crochet Patterns, Charts, and Graphs, Beginner s Crochet Guide with Pictures)**

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Getting Your FREE Bonus Download this book, read it to the end and see BONUS: Your FREE Gift chapter after...



### **Twitter Marketing Workbook: How to Market Your Business on Twitter**

Createspace Independent Publishing Platform, United States, 2016. Paperback. Book Condition: New. Workbook. 279 x 216 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Twitter Marketing Workbook 2016 Learn how to market your business on Twitter for free A best-selling...