The Adweek Copywriting Handbook: The Ultimate Guide to Writing Powerful Advertising and Marketing Copy from One of America's Top Copywriters

Joseph Sugarman


DESCRIPTION

Great copy is the heart and soul of the advertising business. In this practical guide, legendary copywriter Joe Sugarman provides proven guidelines and expert advice on what it takes to write copy that will entice, motivate, and move customers to buy. For anyone who wants to break into the business, this is the ultimate companion resource for unlimited success.

ABOUT THE AUTHOR

JOSEPH SUGARMAN, author of the bestselling Success Forces, is known throughout the advertising world as a copywriting legend and role model. His ads have moved millions of customers to reach for their wallets, and his JS&A Catalog was once America's largest single direct mail catalog of space-age products. He has given copywriting seminars throughout the United States, Europe, Asia, and Australia.

NEW TO EDITION

• Adweek endorsed.
• Starting at the very beginning of the process, the book shows students how to get prepared to write on a product before moving on to the act of writing itself.

• Students will learn how to use various elements like type style, sentence length, and comprehension to best effect, as well as employ the psychological triggers that influence and persuade people to buy.

• Other topics covered include press releases, brochure copy, and copywriting for the Internet.

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