



100 Great Copywriting Ideas: From Leading Companies Around the World (Paperback)

By Andy Maslen

Marshall Cavendish, United Kingdom, 2011. Paperback. Book Condition: New. 194 x 130 mm. Language: English . Brand New Book. Are you looking for a great idea or some inspiration to make your marketing and sales literature more effective and cutting edge? Do you need words to move and inspire your employees, shareholders or customers? Words are powerful in any business, but only if you use and implement them in the right way. This book contains 100 great copywriting ideas, extracted from the world's best companies. Each copywriting idea is succinctly described and is followed by advice on how it can be applied to the reader's own business situation. A simple but potentially powerful book for anyone seeking new inspiration and that killer application.

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