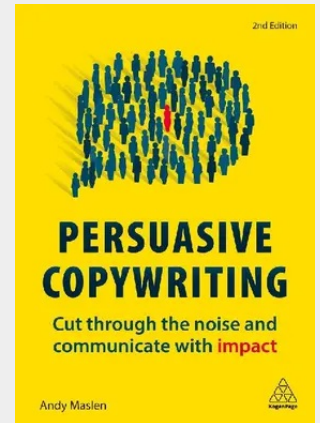


Persuasive Copywriting

Cut Through the Noise and Communicate with Impact

Enhance your copywriting skills with psychology-driven techniques to create stand out copy that taps into consumer decision making and sells, using this second edition of the ultimate copywriting survival guide for the 21st century - essential to every marketing or creative professional's bookshelf. With many professionals now developing their skills on the job, it is notoriously difficult to benchmark successful copy. This book provides a step up for those who already know the basics of writing copy, and are seeking more advanced, psychology-driven techniques to gain the competitive edge. With practical insight into human decision making and consumer engagement, it will inspire the clear-cut confidence needed to create, quantify, and sell stand out copy in a cluttered marketplace. Complementing the 'how to' perspective of copywriting, with impressive interviews from leading ad agencies and copywriters across the globe, this second edition addresses the everyday issues faced in a multitude of roles, including: -Practical advice to measure and benchmark effective copy -Guidance on creating and critiquing briefs -New chapters on how to weave copywriting skills into the wider industry -Storytelling and content marketing -The impact of evolving channels like mobile and social media Practical, inspiring and extremely digestible, **Persuasive Copywriting** is the only vibrant, all-encompassing guide to copywriting that you need.

Persuasive Copywriting, second edition, is the ultimate copywriting survival guide for the 21st century. With the majority of creative professionals developing their skills on the job, it is notoriously difficult to benchmark successful copy. This book provides a step up for those who already know the basics, and are seeking more advanced, psychology-driven techniques to gain the competitive edge. With practical insight into human decision making and consumer engagement, it inspires the clear-cut confidence needed to create, quantify and sell stand out copy in a cluttered marketplace. This second edition of Persuasive Copywriting complements the "how to" perspective of copywriting, with impressive interviews from leading ad agencies and copywriters across the globe, addressing day to day issues faced in a multitude of roles. Updates include practical advice to measure and benchmark effective copy, guidance on creating and critiquing briefs, plus four new chapters on how to weave copywriting skills into the wider industry. These cover particularly useful ground around storytelling, content marketing and the impact of evolving channels like mobile and social media. Practical and inspiring, it is a vibrant, all-encompassing guide to copywriting; an essential to every marketer's bookshelf.



93,80 €

93,80 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9780749497736

Medium: Buch

ISBN: 978-0-7494-9773-6

Verlag: Kogan Page

Erscheinungstermin: 03.01.2019

Sprache(n): Englisch

Auflage: 2. Auflage 2019

Produktform: Gebunden

Gewicht: 827 g

Seiten: 296

Format (B x H): 161 x 240 mm

