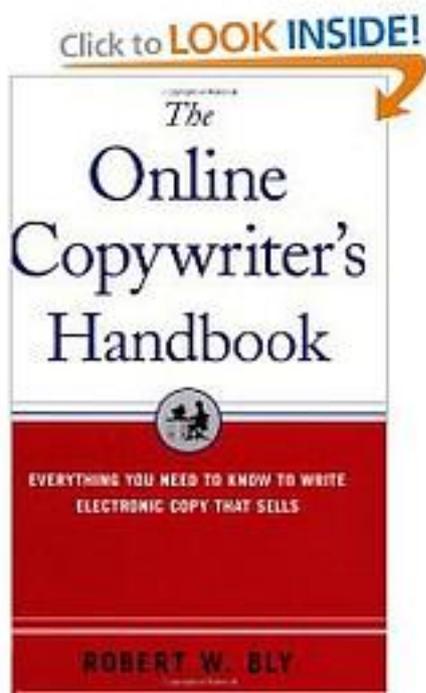


# The Online Copywriter's Handbook



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出版者:McGraw-Hill Trade

出版时间:2003-1

装帧:Pap

isbn:9780658020995

Today's number 1 copywriter shows you how to grab attention and drive sales with customer-focused, results-based Web copy. In "The Online Copywriter's Handbook", Robert Bly - one of the world's most honored copywriters and the bestselling author of "The Copywriter's Handbook" - turns his attention to the unlimited marketplace of the Internet. The result? The first book to apply long-established persuasive techniques to the interactive capabilities and unique possibilities of the Web. While the psychological hot buttons and decision drivers may be similar, the techniques of persuasion online are different - often dramatically different! Look to "The Online Copywriter's Handbook" for inside tips on how to write brilliant copy for: Websites; Home pages;

Internet direct mail; Banner ads; Landing pages; E-zines; Web-based documents; and more! Let today's master copywriter show you how to take your online copywriting to the next level of effectiveness, success, and profitable results!

作者介绍:

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