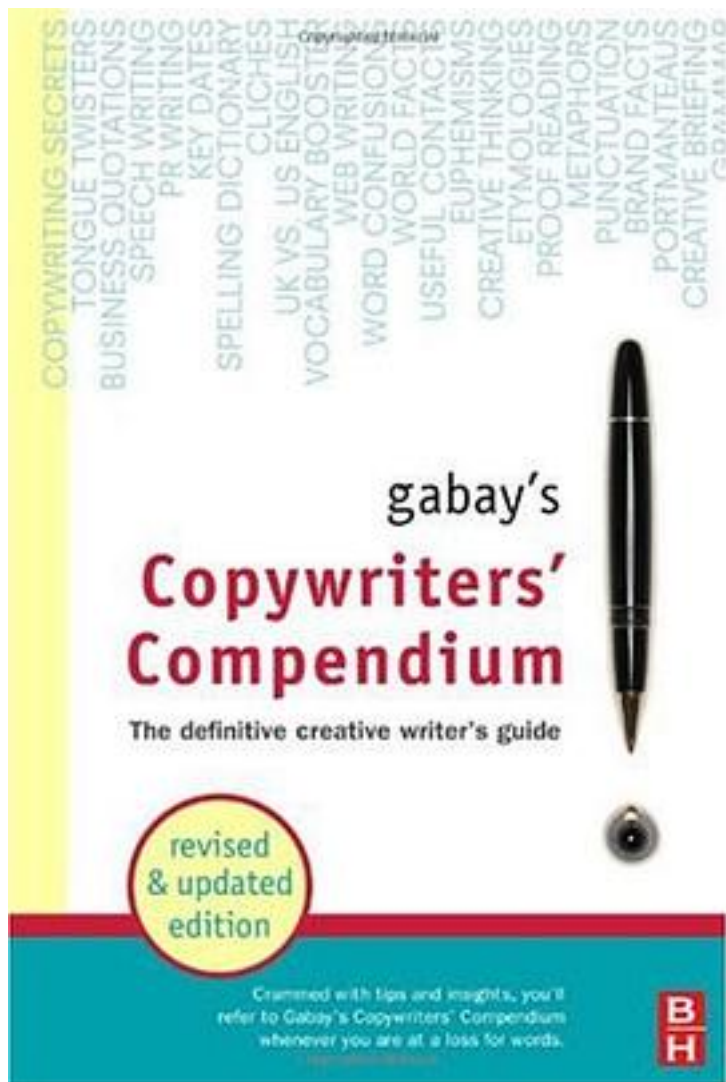


Gabay's Copywriters' Compendium- revised edition in paperback, Second Edition



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Marketers, creative writers, and individuals for whom copywriting forms part of their job are often required to produce innovative and engaging copy in a short space of time. Creativity is not always to hand, and therefore on some occasions additional help is required to find the right phrase, description or slogan. Gabay's Copywriting Compendium contains a wealth of inspiring tips, ideas and descriptions to aid the writing process, such as advice on spelling and grammar, examples of rhyming words, suggested euphemisms, and odd facts.

- Provides a "Top 25 Rules" section for a number of key topics, such as how to brainstorm, how to write innovative copy, and how to think creatively
- Has been carefully designed to ensure the material can be accessed quickly and easily
- Easy to read layout will assist copywriters in finding appropriate help at any particular moment

作者介绍:

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