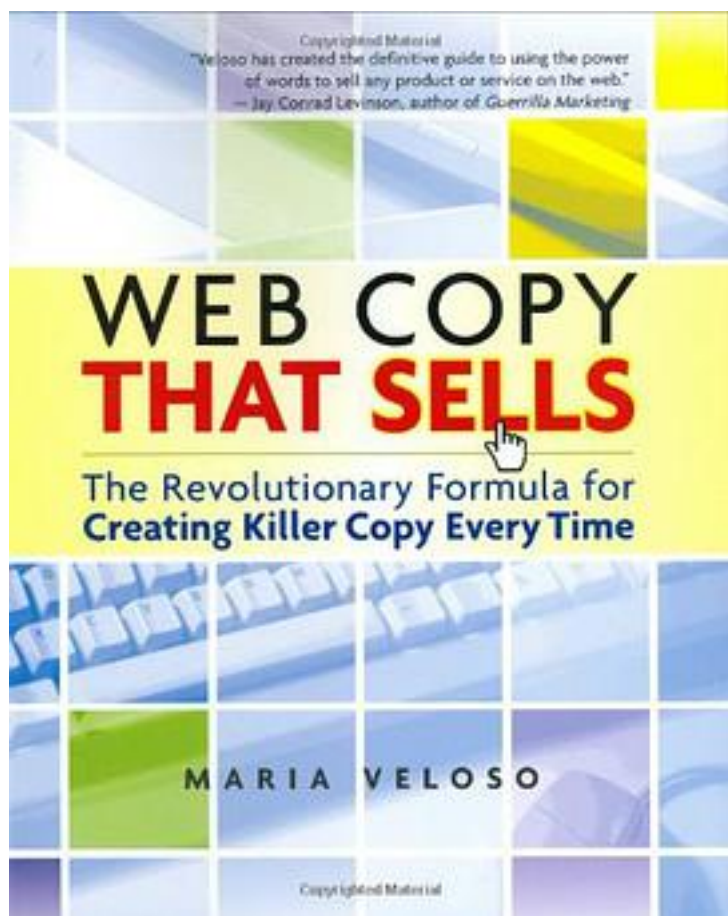


Web Copy That Sells



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出版者: AMACOM

出版时间: 2009-04-29

装帧: Paperback

isbn: 9780814413043

When it comes to copy, what works in the brick - and mortar world does not necessarily grab Web consumers...and with new developments like social networks, blogs, and YouTube, the strategies that worked even a few years ago, are unlikely to grab people's attention today. Completely updated for the current online marketplace,

"Web Copy That Sells" gives readers proven methods for achieving phenomenal success with their online sales and marketing efforts. Featuring updated strategies for communicating and selling in the continually evolving landscape of Web 2.0, the second edition unlocks the secret to turning today's online prospects into paying customers!

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书评

其实不仅仅是销售文案，任何一个需要说服听众的场合都能用上。

看的是04版的，估计09版也差不多。

不得不说，本文的诸多技巧已经在过去的几年里被广泛使用，所以看到那些网页截图很有些亲切感。包括那些网页编排、CTA、样式，似乎都在说：“你知道CB么？”。

本书倒是打破了一...

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