



Elements of Copywriting: The Essential Guide to Creating Copy That Gets the Res

Gary Blake, Robert W. Bly

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In the tradition of *The Elements of Style*, here is a concise handbook of the principles and practice of writing effective ads, brochures, and every other type of copy intended to persuade. It covers writing headlines and body copy as well as increasing readership and response, and goes on to provide copy guidelines for print ads, direct mail, brochures, catalogs, press releases, electronic messages, and more.

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