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The Idea Writers: Copywriting in a New Media and Marketing Era

By Teressa Iezzi

Palgrave Macmillan. Paperback. Book Condition: new. BRAND NEW, The Idea Writers: Copywriting in a New Media and Marketing Era, Teressa Iezzi, A memorable slogan has been the cornerstone of every great ad campaign. In the past, writing one great headline could launch a career. But today's advertising campaigns have become more complicated with so many media platforms to write for - print, television, internet search, online, and cell phones. How do you write a great headline with perfect copy for so many outlets? The Idea Writers guides both new and experienced copywriters through the process of creating compelling messages that sell. Iezzi, an industry expert, shows readers what it's like to work in the fast-paced world of an agency while providing practical advice such as how do you sell your ideas; how to work within a creative team. He also details the creative processes of award-winning multimedia ad campaigns such as Nike's "Battlegrounds" series of reality programs, E-Trade Financial's "Talking Baby" campaign, and Microsoft's "Halo 3" campaign.



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