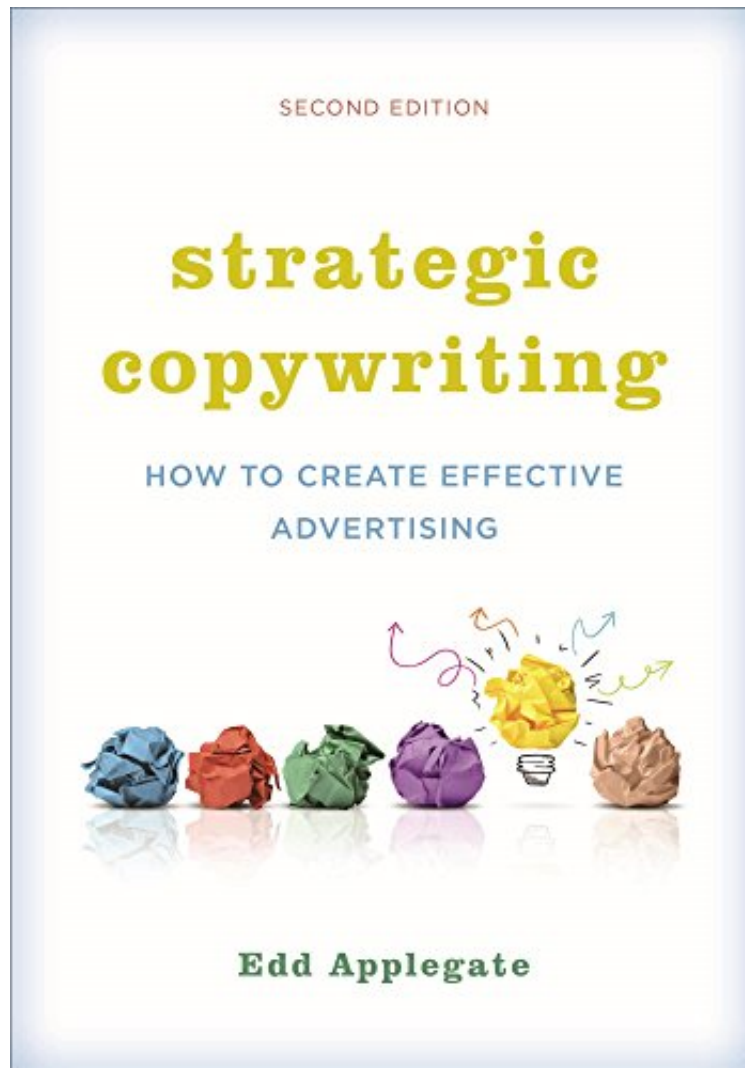


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# Strategic Copywriting: How to Create Effective Advertising

*Edd Applegate*

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**Edd Applegate : Strategic Copywriting: How to Create Effective Advertising** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Strategic Copywriting: How to Create Effective Advertising:

When it comes to attracting consumers through advertising, which words, phrases, and techniques are most effective? Strategic Copywriting, a detailed how-to guide, introduces students to time-tested strategies for writing and designing successful ads. In this second edition, Edd Applegate explains the core principles that have guided advertising for decades, from knowing the audience to crafting a compelling message. Next, proven techniques for producing specific

kinds of advertising—whether for newspapers, magazines, or other print media, for broadcast radio or television, or for social media and online/mobile platforms—are addressed in step-by-step detail. Throughout, Applegate walks readers through real advertisements from advertising agencies of all sizes across the United States to illustrate what works—or not—and why.

A well-written presentation of the basic steps for creating strategic and effective advertisements. Strategic Copywriting is thorough yet succinct, offering better instruction than books written by industry “gurus”; a student could read this book and create better-than-average work without any outside coaching. (Ann Maxwell, University of Oregon) About the Author Edd Applegate has taught undergraduate and graduate courses in advertising and mass communications for more than 30 years. His numerous publications include *The Rise of Advertising in the United States* and *Cases in Advertising and Marketing Management* (with Art Johnsen). He has been honored with fellowships and grants from organizations including the Donald and Geraldine Hedberg Foundation, the Direct Marketing Educational Foundation, the Annenberg Washington Program, the Freedom Forum Media Studies Center, the Gannett Foundation, the Missouri Commission on Humanities, and the National Endowment for the Humanities, among others.