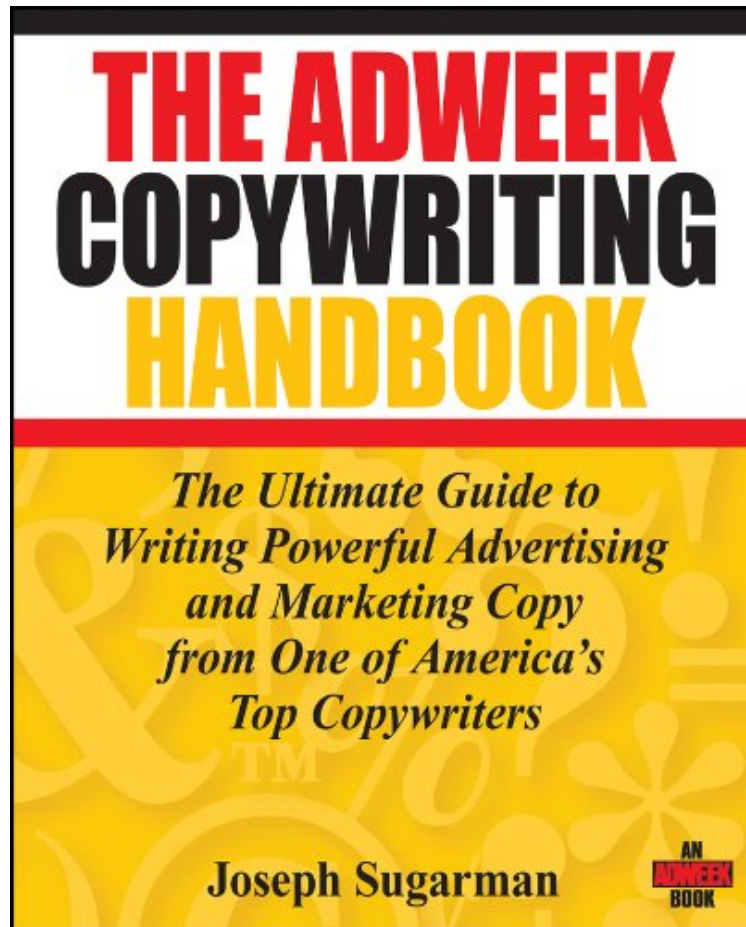


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## **The Adweek Copywriting Handbook: The Ultimate Guide to Writing Powerful Advertising and Marketing Copy from One of America's Top Copywriters**

*Joseph Sugarman*

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Great copy is the heart and soul of the advertising business. In this practical guide, legendary copywriter Joe Sugarman provides proven guidelines and expert advice on what it takes to write copy that will entice, motivate, and move customers to buy. For anyone who wants to break into the business, this is the ultimate companion resource for unlimited success.

From the Back CoverA fun and authoritative guide to writing masterful copy Great copy is the heart and soul of the advertising business, whether it's for print, television, radio, or any other medium. In The Adweek Copywriting Handbook, legendary copywriter and ad man Joseph Sugarman provides proven guidelines and expert advice on what it takes to write copy that will entice, motivate, and move customers to buy. Sugarman walks you step by step through the entire copywriting processmdash;from getting prepared to researching products and markets to getting ideas down on paper and polishing them to a brilliant sheen. He explains the vital elements that make great copy and explores the emotional triggers that convince consumers to buy. Sugarman gives you all the tools and tactics you need to write the same kind of effective selling copy that has brought him fame and fortune. For anyone who wants to break into the advertising business, or ad pros who just want to get better at what they do, this is the ultimate companion resource. Complete with real examples of high-quality copy for various media, this practical and authoritative guide will tell you everything you need to know to write great copymdash;and get ahead in the cutthroat world of advertising. "Sugarman is a living legend and by-God genius at writing copy that sells. This book is his masterpiece. It reveals all of his hard-earned secrets. The writing is riveting and the wisdom is worth gold. This is the best book on copywriting in the entire history of marketing." mdash;Joe Vitale, author, There's a Customer Born Every Minute "There are a lot of great copywriters, but Sugarman is the best. He knows how to build a story and close a sale." mdash;Richard Thalheimer, President, The Sharper Image "[Sugarman has] a real talent for promotion and writing advertisements." mdash;Albert Gore, former Vice President of the United StatesAbout the AuthorJoseph Sugarman, author of the bestselling Success Forces, is known throughout the advertising world as a copywriting legend and role model. His ads have moved millions of customers to reach for their wallets, and his JSA Catalog was once America's largest single direct mail catalog of space-age products. He has given copywriting seminars throughout the United States, Europe, Asia, and Australia.