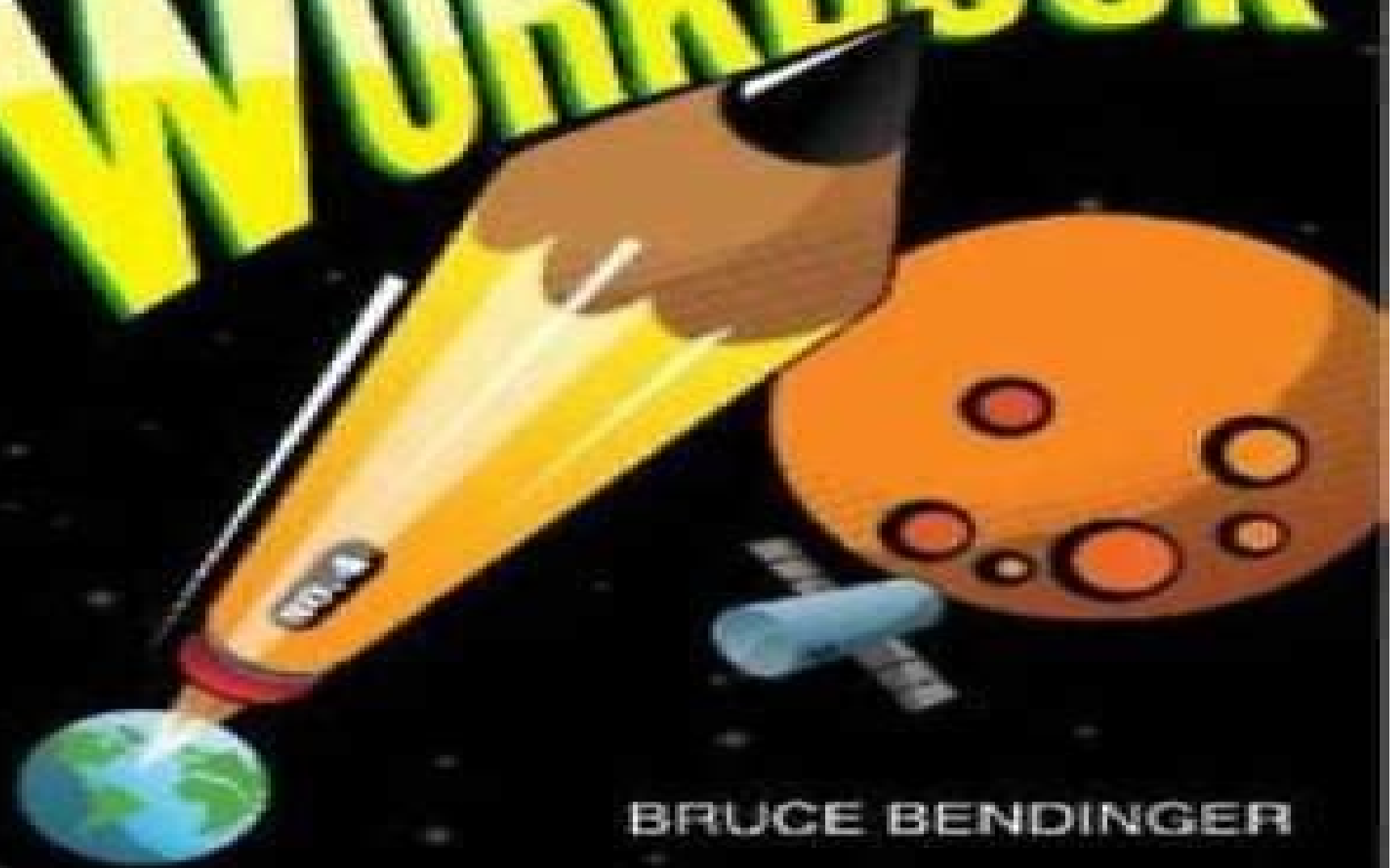


The Copy WorkShop

# WORKBOOK



BRUCE BENDER

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They are part case history part lessons to be learned and sometimes very funny Words of Wisdom timely quotes from some of the most influential people in our business past and present These quotes bring key points to life in every chapter Who s Who short biographies of people mentioned in the book Located at the end of each chapter these blurbs sometimes include very personal information provided directly by these people

**Street-Smart Advertising** Margo Berman,2010-09-16 Even the most creative minds need stimulation Inspiration can come from examples of exceptional work exercises designed to motivate or time to reflect The more inventive pieces the mind takes in the more resources it has to draw from Street Smart Advertising How to Win the Battle of the Buzz contains countless examples designed to jump start the right side of the brain Margo Berman s book is packed with memorable uses of new media exciting on strategy marketing creative online work and insightful quotes by giants in the advertising industry She offers innovative techniques to generate sticky slogans and headlines easy to apply copywriting tips and practical revision strategies Berman has updated the book to reflect how online media has changed its approach from pushing information to the audience to pulling i e engaging the audience in a brand By using social networking groups like Facebook and Twitter the author points out even small companies can have a giant digital footprint by leveraging their online presence offering relevant insights and stimulating consumer created content In tough economic times Berman says savvy advertisers don t need huge budgets to engage the audience and create forums for them to share ideas The biggest change in marketing is reaching people through new touch points through audience intersection viral marketing and online dialogues As Street Smart Advertising makes clear those who become victorious in this new marketing arena will win the battle of the buzz

**Keep Your Donors** Tom Ahern,Simone Joyaux,2011-01-04 Written by fundraising experts Tom Ahern and Simone Joyaux Keep Your Donors is a new winning guide to making disappointing donor retention rates a thing of the past This practical and provocative book will show you how to master the strategies and tactics that make fundraising communications profitable Filled with case studies and based in part on the CFRE and AFP job analyses Keep Your Donors is your definitive guide to getting new donorsand keeping themfor many years to come

*NHI Catalog* National Highway Institute (U.S.),2009

The Age of Persuasion Terry O'Reilly,Mike Tennant,2011-05-01 Stop to consider the culture of the 21st century Each morning you might hear a half dozen ads on the radio before your feet touch the floor Staggering out of bed you ll pass brand logos on your clothing and in your bathroom By the end of the day hundreds perhaps thousands of marketing messages have targeted you And yet so little is understood about how marketing affects our lives our society and our world Enter Terry O Reilly and Mike Tennant the ad men behind The Age of Persuasion the popular radio show broadcast on the Canadian Broadcasting Corporation and Sirius Radio They have made it their mission to share the back room story of modern marketing entertaining asides and all Think of advertisers as millions of ants in a colony each working hard and each with its own objective Except that in this colony every single ant is competing against the others That s the ad business Almost every ad you see hear and otherwise experience is competing for

a piece of your imagination And like any cross section of humanity the vast worldwide advertising community is diverse composed of geniuses and idiots saints and buffoons and everything in between From the early players to the Mad Men of the 1960s and beyond O Reilly and Tennant offer insights into a rapidly evolving industry Smart and funny The Age of Persuasion provides an entertaining and eye opening look at a world driven by marketing *Strategic Uses of Alternative Media* Robyn Blakemen,2014-12-18 Designed for students and practitioners in the fields of organizational behavior and human resource training and development this book examines improving organizational communication Terrence Gargiulo shows how the use of storytelling is the key to effective communication and learning *Handbook of Communication and People With Disabilities* Dawn O. Braithwaite,Teresa L. Thompson,1999-12 Each chapter provides a state of the art literature review practical applications of the material and key words and discussion questions to facilitate classroom use Jacket **The University of Michigan Library Newsletter** ,1992 *MediaWriting* W. Richard Whitaker,Janet E. Ramsey,Ronald D. Smith,2009-01-13 Designed for those preparing to write in the current multimedia environment MediaWriting explores the linkages between print broadcast and public relations styles outlines the nature of good writing synthesizes and integrates professional skills and concepts Complete with interesting real world examples and exercises this textbook gives students progressive writing activities amid an environment for developing research and interviewing skills Starting from a basis in writing news and features for print media it moves on to writing for broadcast news media then introduces students to public relations writing in print broadcast and digital media as well as for news media and advertising venues Rather than emphasizing the differences among the three writing styles this book synthesizes and integrates the three concepts weaving in basic principles of Internet writing and reporting This book provides beginning newswriting students with a primer for developing the skills needed for work in the media industry As such it is a hands on writing text for students preparing in all professional areas of communication journalism broadcasting media and public relations *Whitaker's Book List* ,1991

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