



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

By 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.

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Editorial Review

From the Back Cover

A 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 process—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 copy—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."

—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."

—Richard Thalheimer, President, The Sharper Image

"[Sugarman has] a real talent for promotion and writing advertisements."

—Albert Gore, former Vice President of the United States

About the Author

Joseph 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 *JS&A 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.

Users Review

From reader reviews:

Betty Castaneda:

People live in this new time of lifestyle always try to and must have the time or they will get wide range of stress from both daily life and work. So , whenever we ask do people have extra time, we will say absolutely

indeed. People is human not really a robot. Then we consult again, what kind of activity do you have when the spare time coming to a person of course your answer will unlimited right. Then do you try this one, reading publications. It can be your alternative with spending your spare time, typically the book you have read will be The Adweek Copywriting Handbook: The Ultimate Guide to Writing Powerful Advertising and Marketing Copy from One of America's Top Copywriters.

Chad Foster:

This The Adweek Copywriting Handbook: The Ultimate Guide to Writing Powerful Advertising and Marketing Copy from One of America's Top Copywriters is great guide for you because the content which can be full of information for you who have always deal with world and possess to make decision every minute. This book reveal it data accurately using great coordinate word or we can declare no rambling sentences inside. So if you are read the idea hurriedly you can have whole data in it. Doesn't mean it only will give you straight forward sentences but challenging core information with lovely delivering sentences. Having The Adweek Copywriting Handbook: The Ultimate Guide to Writing Powerful Advertising and Marketing Copy from One of America's Top Copywriters in your hand like keeping the world in your arm, details in it is not ridiculous 1. We can say that no guide that offer you world throughout ten or fifteen minute right but this guide already do that. So , this is certainly good reading book. Hi Mr. and Mrs. active do you still doubt that?

Miranda Wenger:

Is it you who having spare time after that spend it whole day through watching television programs or just resting on the bed? Do you need something new? This The Adweek Copywriting Handbook: The Ultimate Guide to Writing Powerful Advertising and Marketing Copy from One of America's Top Copywriters can be the solution, oh how comes? It's a book you know. You are so out of date, spending your time by reading in this brand-new era is common not a nerd activity. So what these textbooks have than the others?

Christine Smith:

As a college student exactly feel bored for you to reading. If their teacher questioned them to go to the library or to make summary for some publication, they are complained. Just minor students that has reading's spirit or real their pastime. They just do what the teacher want, like asked to go to the library. They go to there but nothing reading really. Any students feel that examining is not important, boring and also can't see colorful images on there. Yeah, it is to get complicated. Book is very important in your case. As we know that on this era, many ways to get whatever we really wish for. Likewise word says, ways to reach Chinese's country. So , this The Adweek Copywriting Handbook: The Ultimate Guide to Writing Powerful Advertising and Marketing Copy from One of America's Top Copywriters can make you experience more interested to read.

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