



Copywriting: Successful Writing for Design, Advertising and Marketing

By Mark Shaw

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Writing copy is often assumed to be a natural talent. However, there are simple techniques you can employ to craft strong written content with ease. With insightful interviews from leading copywriters, as well as illustrated case studies of major brands, this new, expanded edition teaches the art of writing great copy for digital media, branding, advertising, direct marketing, retailing, catalogs, company magazines, and internal communications.

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Editorial Review

About the Author

Mark Shaw has been a professional copywriter for over 25 years. The founder of Jupiter Design, one of the UK's top 25 design agencies, he is now the president of Liquid Agency Europe, managing global brand and messaging for some of the world's leading organizations. Mark is also a visiting fellow at Nottingham Trent University, where he regularly lectures on copywriting, messaging, and branding.

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