



## How to Write a Good Advertisement: A Short Course in Copywriting (Hardback)

By Victor O Schwab

Echo Point Books Media, 2013. Hardback. Condition: New. Language: English . Brand New Book
\*\*\*\*\* Print on Demand \*\*\*\*\*\*. Call it advertising, call it promotion, call it marketing, but whatever
you call it, every business and organization depends on words with impact. You need to grab the
attention of potential customers, clients, or supporters and call them to action. Few among us are
born talented copywriters, that rare combination of both facile wordsmiths and natural
salespeople. Most of us need some help, and even naturals can improve by studying the best. Victor
O. Schwab was one of the greats. Considered a marketing master during his 44-year career, he was
the copywriter who propelled Dale Carnegie s How to Win Friends and Influence People into a
mega-seller. How to Write a Good Advertisement, Schwab's classic guide, has stood the test of time.
In just over 200 pages, this book clearly explains the core elements of an effective advertisement.
Schwab shows us how to Get attention with better ad copy Build credibility in your advertising
Create winning layouts and choose the best ad size Test ad effectiveness Convert inquiries to sales
Make special offers that dramatically increase response and sales How...



## Reviews

Definitely among the best book I have got possibly study. I am quite late in start reading this one, but better then never. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- Olga Ledner MD

Complete guide for publication enthusiasts. I have read and i am sure that i will going to study again once again in the future. Your way of life period will be transform once you total looking over this publication.

-- Shayne O'Conner

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