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Copywriting: Successful Writing for Design, Advertising, and Marketing

Mark Shaw

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Copywriting shows how to write for all formats and contexts, from catalogs and products to advertising and websites. It explores the challenges of commercial writing, providing the tools to become a confident andversatile copywriter.

Leading industry talents from both the US and UK are interviewed, major campaigns covering all areas of the industry are illustrated in color and examined in depth, and exercises and tips aid in developing writing, editing, and presentation skills.

Revealing the secrets of this rapidly expanding profession, *Copywriting* provides the skills and techniques that will help you to thrive in the world of creative commercial writing.

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