

《PERFECT PHRASES 4 SALES AND MARKETING (ISBN=9780071495905)》

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内容简介

The Right Phrase for Every Situation...Every Time Whether you're trying to come up with a terrific headline for a newspaper ad, a snappy brochure for sales reps, or a slick radio *, every word counts. That's why you need "Perfect Phrases for Marketing and Sales Copy." Filled with specific methods for writing the kind of headlines, body copy, taglines, and calls to action that will capture customer attention and move people to buy, this book gives you the how-tos and examples you need to make every ad or marketing piece succeed. Find out the 23 creative approaches to naming a product, service, or business 18 ways to write a great headline 6 steps to creating memorable radio and TV ads A must for writers, sales pros, and marketing people, this user-friendly guide tackles every style and format, providing winning phrases for powerful print ads, press releases, radio and television *s, and much more. It's your ultimate resource and one-stop reference for phrases that provoke, phrases that inspire, "phrases that sell."

作者简介

Barry Callen is a marketing and advertising consultant, lecturer, and teacher with more than 30 years experience in all forms of media, from TV to direct mail to the Internet.

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Chapter 1. Basic Principles for Writing Better Sales and Marketing Copy

Eight Principles for More Effective Communication

Look Through Your Customers' Eyes, Not Your Own

Follow the Path of Least Resistance

Don't Be Logical, Be Psychological

Organize Information Around a Single Power Idea or Theme

Be Conversational: Write to Express, Not to Impress

Shorter Is Better

Concrete, Specific, and Visual Language Is Always Better

Don't Brag About It--Prove It

Chapter 2. Fundamental Components of Effective Sales and Marketing Copy

Business and Product or Service Names: Who Are You?

23 Creative Approaches to Naming a Business, a Product, or a Service

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