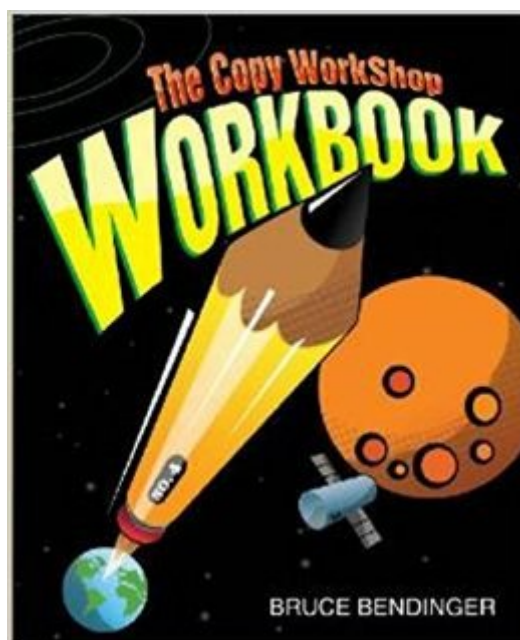


The book was found

The Copy Workshop Workbook



Synopsis

WELCOME TO THE REVOLUTION.HANG ON! We have an evolution that's a revolution. When our media evolves in a big way, all of society evolves in an even bigger way. It's happening right now. Media habits are changing, business models that have been around for a hundred years are changing, and the job market is changing as well. Maybe you've noticed. Thomas Jefferson observed, "every generation needs a new revolution." Well, this one's inside your computer.THE GOOD NEWS. The world needs communication skills more than ever - as billboards evolve into banner ads, brochures open up into Web sites, and TV spots become viral videos. You'll find challenges old and new - and jobs to do. Get the help you need inside this book - conceptual tools, strategy basics, and tactical tips - all wrapped up in some of the best advice you'll find anywhere. Though you will need to bring along one more thing - "that ultimate non-linear thinking tool, the human brain." Yours is going to get some exercise. Get ready.

Book Information

Series: The Copy Workshop

Paperback: 480 pages

Publisher: The Copy Workshop; 4 edition (February 7, 2009)

Language: English

ISBN-10: 1887229396

ISBN-13: 978-1887229395

Product Dimensions: 1.2 x 7.2 x 9 inches

Shipping Weight: 2.2 pounds (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars [See all reviews](#) (18 customer reviews)

Best Sellers Rank: #464,965 in Books (See Top 100 in Books) #77 in [Books > Arts & Photography > Graphic Design > Commercial > Advertising](#) #511 in [Books > Reference > Words, Language & Grammar > Reference](#) #561 in [Books > Textbooks > Communication & Journalism > Media Studies](#)

Customer Reviews

I originally gave this book 5 stars because I thought the numerous examples of ads, combined with helpful tips, was a winning combination. Upon further review, the ruling on the field is overturned, and I'm downgrading this book to 3 stars.The first problem: the book is written in a choppy, telegraphic style. I'm sure that was a boffo concept for a one-page ad in the 70s. But after a hundred pages of it, this monotonous patter of sentence fragments becomes annoying. After four

hundred pages, you want to insert spikes in your eyes to make it stop. On top of that, the book is set in 14-point Times Roman -- perhaps just right for sight-impaired elderly readers who need a Large Type edition, but way too large for comfortable normal reading. Again, it appears that this layout was borrowed from the predominant style of print ads that ran in the 70s. The book is littered with numerous layout gaffes that are the result of plain old laziness. Text that didn't fit on a page was simply sliced off rather than refit. Inexcusably amateurish. And sometimes the author comes across as, well, clueless. I mean, have you ever heard Eveready's Energizer Bunny referred to as The Pink Bunny?? Me neither. But the author inexplicably insists on calling Energizer's mascot The Pink Bunny -- even while displaying an example Energizer ad that clearly says "Energizer Bunny" in its headline. That's just not paying attention, and after a few clunkers like these, you begin to seriously doubt the author's credibility. This book's publication date says 2002, but you won't see anything about Internet marketing here, aside from a really brief mention in the foreword.

[Download to continue reading...](#)

The Copy Workshop Workbook
The Copy Workshop Workbook 2002
Build-A-Bear Workshop: Friendship Book (Build-A-Bear Workshop Books (Interactive Books))
Making Small Workshop Tools (Workshop Practice)
Design Thinking Workshop: The 12 Indispensable Elements for a Design Thinking Workshop
Positive Discipline Workshop 5 CD Set: An audio workshop with Jane Nelsen
Know Your Bible Perpetual Calendar: 365 Days of Explanation and Inspiration from the Two-Million-Copy Bestseller My Family and Friends (Copy and Cut)
Create vs. Copy: Embrace Change. Ignite Creativity. Break Through with Imagination.
Caxton's Mallory: A New Edition of Sir Thomas Malory's Le Morte Darthur - Based on the Pierpont Morgan Copy of William Caxton's Edition of 1485
Exam Copy of Literature: An Introduction to Reading and Writing
LITTLE CELEBRATIONS, MARGARITO'S CARVING, SINGLE COPY, FLUENCY, STAGE 3A
The Copywriter's Handbook: A Step-By-Step Guide To Writing Copy That Sells
Advertising Creative: Strategy, Copy, and Design
How to Write Copy That Sells: The Step-By-Step System for More Sales, to More Customers, More Often
Email Marketing Demystified: Build a Massive Mailing List, Write Copy that Converts and Generate More Sales
Copywriting: For Beginners!: How to Write, Persuade & Sell Anything to Anyone like a Pro with Copy
Advertising: Concept and Copy (Third Edition)
The Mosaic Idea Book: More Than 100 Designs To Copy and Create Dead or Alive (Plus Bonus Digital Copy of Dead or Alive) (Jack Ryan Series)

[Dmca](#)