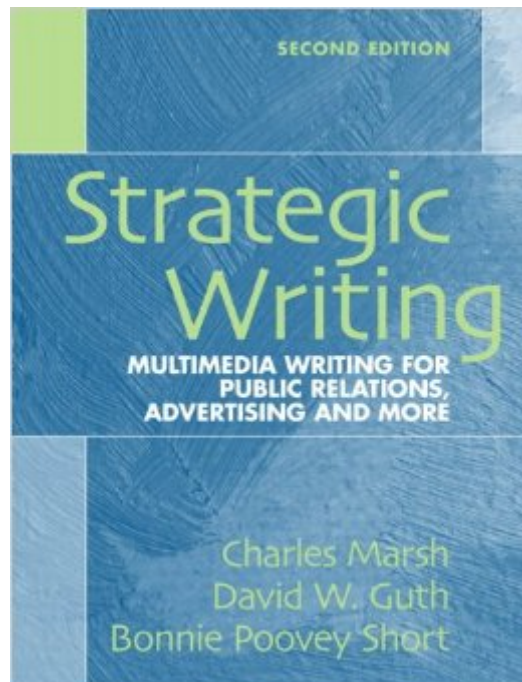


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Strategic Writing: Multimedia Writing For Public Relations, Advertising And More (2nd Edition)



Synopsis

Strategic Writing emphasizes the strategic, goal-oriented mission of high-quality media and public relations writing with clear, concise instructions for more than 40 types of documents. This multidisciplinary text covers writing for public relations, advertising, sales and marketing, and business communication. Featuring a spiral binding, numerous examples and a user-friendly "recipe" approach, Strategic Writing 2nd edition is the ideal writing guide for public relations as well as for other disciplines.

Book Information

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Customer Reviews

I bought this book with the intention of using it for a class I'm teaching. I think I'll have to look elsewhere. The examples were out of date and didn't cover nearly any of the common marketing, public relations, or advertising forms used regularly by many businesses I work with every day.

This book is an excellent compilation of templates and examples of how to write for virtually any form of strategic communication. I am lucky enough to have one of the authors as my lecturer as well. He provides a great supplement to the book, but I plan on keeping this as a reference for the rest of my collegiate career and when I am in the business world as well.

This book is great. It's the perfect book to use as a reference in the midst of writing a strategic document. Strategic Marketing has a plethora of valuable information and tips to help any

communications student or professional gain a better understanding of what role each marketing document play for a company. Great book to keep on your desk!

This is one of the few textbooks where I would say they weren't spewing air. It's only 241 small pages long. I actually learned about advertising and pr. The book is helpful because it gives visual examples of ad/pr work and explains a little bit about different types of media writing, like media kits, backgrounders, radio scripts, etc. I unfortunately rented this book instead of buying it and am actually considering re-buying it so i have it as a reference. So, if your teacher requires you to buy this book and you plan on going into pr/ad, i suggest u buy this book instead of rent.

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