

Improve Your Copywriting: A Teach Yourself Guide

J. Jonathan Gabay



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Used as a training tool by the world's largest professional marketing organization, *Improve your Copywriting* reveals some of advertising's greatest creative secrets. You will have fun while learning how to succeed in one of the most exciting areas of marketing communications.

Features:

- Writing by J. Jonathan Gabay, an award-winning copywriter who is renowned worldwide for his writing and teaching skills
- Practical exercises, summaries and tips to allow you to practice your skills
- A practical glossary
- One, five and ten-minute introductions to key principles to get you started
- Lots of instant help with common problems and quick tips for success, based on the authors' many years of experience
- Tests in the book and online to keep track of your progress
- Quick refreshers to help you remember the key facts

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