



Herschell Gordon Lewis

On the Art of Writing Copy

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BOOK JACKET Title Summary field provided by Blackwell North America Inc All Rights Reserved *On the Art of Writing Copy* Herschell Gordon Lewis, 2004 What Are You Planning to Write YOU HAVE IT ALL RIGHT HERE Everything You Need to Write More Powerful More Profitable Copy It's the MasterWork by the World's Master Copywriter If you have any interest in the power of the written word or any control over what those words are supposed to accomplish you're about to choose the right book Herschell Gordon Lewis internationally recognized as the number one copywriter in the world has made this book his magnum opus In these pages you'll find How to write killer e mail copy How to avoid spam filters and still sell with power Simple effective rules for letter writing When to use envelope copy and what to say How broadcast copy differs Why some of the old rules don't work any more How to write an effective guarantee It's all here for you in simple straightforward language TWO HUGE BONUSES Bonus 1 Here are hundreds of examples some excellent and some so stupid you'll wonder how they ever made it into print on the air or through the computer Bonus 2 Here are more than 100 specific rules copy professionals use to grab and sell readers viewers and listeners Far and away the most complete most comprehensive and yes the most useful handbook and guide to copywriting ever published this will be the most thumbed through book on your shelf because by any criterion it's The Bible of Copywriting Enjoy it Use it Profit from it

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Herschell Gordon Lewis, Godfather of Gore Randy Palmer, 2015-09-17 Without a big budget special effects team or

professional actors and crew members Herschell Gordon Lewis created films that he himself admits were trash Yet while Gordon s softcore porn *The Adventures of Lucky Pierre* and heavy duty gore *The Gruesome Twosome* were never blockbuster films they were popular drive in fare in the sixties and seventies They have had a strong influence over more recent productions and they have created for Lewis his own special niche in the world of exploitation and horror film The history of Lewis the man and the filmmaker is a surprising one Behind titles like *Blood Feast* and *The Gore Gore Girls* is a warm and friendly gentleman whose road to his own brand of film glory was paved with disappointments surprising successes and lots and lots of fake blood His career is examined in detail with personal anecdotes and insights into making really gross movies on really small budgets A filmography is included and photographs many of them rare complement the text

Strategic Copywriting Edd Applegate,2005 Chapter 1 Research Chapter 2 Creative Strategy Chapter 3 Headlines and Slogans Chapter 4 Body Copy Chapter 5 An Introduction to Design Chapter 6 Newspaper Advertising Chapter 7 Magazine Advertising Chapter 8 Radio Advertising Chapter 9 Television Advertising Chapter 10 Direct Mail Advertising Chapter 11 Internet Advertising Chapter 12 Other Media Advertising Chapter 13 Public Relations and Corporate Advertising Chapter 14 Advertising Copy Research Chapter 15 Advice on How to Get a Job in Advertising A Final Note References Appendix Graduate Programs

The Guru Hoax Jay Huling,2019-08-09 Are your marketing experts really experts Or did they simply buy their credentials from a diploma mill Get ready for The Guru Hoax to be revealed Behind door number one a marketing consultant with 30 plus years experience of success Behind door two out of work frauds and recently graduated wannabes disguised as advertising and branding gurus Who will YOU pay to create YOUR marketing Jay Huling will show you their schemes ruses tricks cons gaffs and lies and how they use the truth to fool you

How to Write Powerful Catalog Copy Herschell Gordon Lewis,1990

The Design Manual David Whitbread,2009 The Design Manual by David Whitbread is an indispensable and comprehensive reference for traditional and digital publishing From beginners to professional graphic designers desktop publishers and graphic design students The Design Manual provides essential information on conceptual approaches planning and project development techniques for print web and multimedia production Design tasks are divided into sections on publication corporate identity on screen and advertising design There is discussion of specific skills such as branding and logo design stationery catalogue annual report and newsletter production websites storyboarding and animation techniques and more The production section discusses layout and typography for print and screen colour and colour systems printing and finishing processes With numerous checklists and practical tips throughout the text The Design Manual has become a standard reference for anyone involved in or interested in design

Advertising and Public Relations Shelly Field,2005 Presents over eighty job descriptions with education requirements training salary range and more for those interested in a career in advertising or public relations

How to Farm Successfully--by Mail Deborah Johnson,Steve Kennedy,1995

Dialogues Gary Goshgarian,Kathleen Krueger,Janet B. Minc,2005-07 Dialogues represents

argument not as a battle to be won but as a process of dialogue and deliberation the exchange of opinions and ideas among people with different values and perspectives Part One contains succinct instruction on analyzing and developing arguments including critical reading source documentation and analyzing visual arguments Part Two updated with many new readings addressing current issues offers a diverse collection of provocative essays from both the popular and scholarly medium The lucid lively and engaging writing addresses students as writers and thinkers without overwhelming them with unnecessary jargon or theory

Career Opportunities in Radio Shelly Field, 2010-04-21 Offers career information in radio Profiles include news sports sales management public relations traffic engineering and programming

Effective E-mail Marketing Herschell Gordon Lewis, 2002 This marketing text provides proven strategies and tools for increasing response and revenue with every e mail message

The Marketing Performance Measurement Toolkit David Raab, 2009 Marketers consistently list improved measurement as one of their top goals but remain dissatisfied with their capabilities The Marketing Performance Measurement Toolkit helps break through this logjam by providing step by step instructions on how to successfully build a marketing performance measurement system that truly meets established needs The book starts by asking the basic questions It then moves on to show how to find the answers with detailed lists of information to gather about the business situation company goals available resources and external pressures Next the focus shifts to the specifics of marketing performance measurement The book shows how to use the balanced scoreboard approach to define a business strategy Final chapters turn to deployment issues project implementation and ongoing enhancement Throughout the book there are handy worksheets to summarize findings highlight results and customize concepts and measurement tools

The Publishers Weekly, 1999 Beyond 2000 Jerry I. Reitman, 1994 Specialists from fields as diverse as communications media list brokerage retail and publishing cover changes in retail financial services and business to business direct marketing highlighting new techniques and showing the impact of trends

Marketing Metrics in Action Laura Patterson, 2009 Talk about marketing accountability has become almost commonplace Most marketing executives understand the need to know the numbers The real question is Which numbers Marketing Metrics in Action Creating a Performance Driven Marketing Organization answers those questions and addresses those problems with a balance of sound theory and technique and practical application The author a veteran of marketing on both sides the client side and the consultant side explains how you need to begin by identifying the elements of the right culture First every company's product makeup competitive situation resources and internal strengths and weaknesses differ So do its needs for particular metrics It is necessary to be able to identify which metrics matter to your organization's circumstances Next it is necessary to create a culture of accountability Everyone in the organization has to be and be seen as being on the same side and on the same page Finance can't be seen as the enemy and Sales and Marketing need work especially hard to coordinate their efforts But this sense of accountability needs to extend from the C Suite to the customer service and order entry people Quality approaches

and sophisticated ideas then become much more productive in the marketplace A metrics audit will help establish where you are now and mapping will enable you to align processes to better develop your dashboard This book provides wise counsel for identifying which metrics matter most to your organization and practical guidance for putting all the sophisticated marketing tools to profitable use in your company *The Elements of Resume Style* Scott Bennett, 2014-09-03 There are so many vital questions when it comes to building a resume today but only one way to be assured you're getting the right answers by asking a hiring expert Building your resume should be one of the easier parts to the job interview process but it's actually becoming one of the most stressful aspects What kind of resume will spark the employer's interest Which kind most often get passed over How far back are we supposed to go How can we best explain those time gaps in between jobs Are the rules different for online resumes Scott Bennett has hired hundreds of people in a variety of industries and he knows firsthand the insights that will catch an employer's eye as well as what dangers to avoid if you want to survive the first cut Learn how to craft clear compelling targeted resumes and cover letters that actually work In *The Elements of Resume Style* you will be provided More than 1 400 action words statements and position descriptions that help sell your skills and experience Hundreds of words phrases and vague claims to avoid Advice for handling employment gaps job hopping and requests for salary history and requirements Sample resumes response letter inquiry letter informational interview request letter references Surprising tips for acing the interview In today's competitive environment competition is intense no matter the field or position The often overlooked first hurdle to jump over is no doubt the resume The time tested tools in *The Elements of Resume Style* will make sure yours stands out helping to get you the job you deserve [Book Review Index Cumulation, 1989](#) Neil E. Walker, Beverly Baer, 1990-04 The Index provides a broad coverage and access to book reviews in the general social sciences humanities sciences and fine arts as well as general interest magazines and includes journals from Great Britain Canada Switzerland Israel and Australia In addition it indexes several journals that while published in the US concentrate on reviewing foreign published or foreign language books These include Hispania French Review German Quarterly and World Literature Today

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