



Strategic Copywriting: How to Create Effective Advertising

By Edd Applegate

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When it comes to attracting consumers through advertising, which words, phrases, and techniques are most effective? *Strategic Copywriting*, a detailed how-to guide, introduces students to time-tested strategies for writing and designing successful ads.

In this second edition, Edd Applegate explains the core principles that have guided advertising for decades, from knowing the audience to crafting a compelling message. Next, proven techniques for producing specific kinds of advertising—whether for newspapers, magazines, or other print media, for broadcast radio or television, or for social media and online/mobile platforms—are addressed in step-by-step detail. Throughout, Applegate walks readers through real advertisements from advertising agencies of all sizes across the United States to illustrate what works—or not—and why.

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Editorial Review

Review

A well-written presentation of the basic steps for creating strategic and effective advertisements. *Strategic Copywriting* is thorough yet succinct, offering better instruction than books written by industry 'gurus'; a student could read this book and create better-than-average work without any outside coaching. (Ann Maxwell, University of Oregon)

About the Author

Edd Applegate has taught undergraduate and graduate courses in advertising and mass communications for more than 30 years. His numerous publications include *The Rise of Advertising in the United States* and *Cases in Advertising and Marketing Management* (with Art Johnsen). He has been honored with fellowships and grants from organizations including the Donald and Geraldine Hedberg Foundation, the Direct Marketing Educational Foundation, the Annenberg Washington Program, the Freedom Forum Media Studies Center, the Gannett Foundation, the Missouri Commission on Humanities, and the National Endowment for the Humanities, among others.

Users Review

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This book untitled Strategic Copywriting: How to Create Effective Advertising to be one of several books that best seller in this year, honestly, that is because when you read this guide you can get a lot of benefit upon it. You will easily to buy that book in the book shop or you can order it by way of online. The publisher on this book sells the e-book too. It makes you more readily to read this book, as you can read this book in your Touch screen phone. So there is no reason for you to past this reserve from your list.

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