

# Behind the Manipulation: The Art of Advertising Copywriting (Paperback)

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### Reviews

The book is fantastic and great. It is definitely basic but shocks in the 50 percent in the pdf. Its been printed in an remarkably basic way and it is just soon after i finished reading this publication in which really changed me, change the way i believe. (Dr. Lukas Hills DDS)

# BEHIND THE MANIPULATION: THE ART OF ADVERTISING COPYWRITING (PAPERBACK)



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Cognella Academic Publishing, 2014. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Behind the Manipulation: The Art of Advertising Copywriting reveals the secrets behind the manipulation that is inherent in all brand advertising. It offers readers a step-by-step guide to writing brand advertising for all media-including social media. Students learn about the history of brand advertising and its role in marketing, as well as the three major strategic theories of brand advertising. They learn how to think creatively and develop their own unique voices for campaigns. The book demonstrates the vital importance of visual thinking in brand advertising and the craft of writing headlines and body copy that support those visuals. Each chapter is rich with full-color advertising examples and includes limbering up exercises that enable readers to put the book s principles into practice. The core chapters teach students how to create individual ads and commercials, and how to combine them into full, multi-media branding campaigns. The book culminates with twelve creative briefs that readers can use as a starting point in creating campaigns for their own portfolios ( books ), which are essential to getting any job as a copywriter. Successfully class-tested, Behind the Manipulation: The Art of Advertising Copywriting is the ideal choice for courses in copywriting, advanced copywriting and advertising-portfolio creation, and as a supporting text in general advertising and mass communications courses. William Barre was a writer and creative director for thirty years at a variety of Chicago ad agencies, including JWT, Foote, Cone Belding and Campbell-Ewald. He has done award-winning work for many of the world s most famous brands and companies-Gatorade, Van Camp s, Hallmark, McDonald s, Gillette, Kellogg and dozens more. His awards are among the most prestigious in the industry, including Communication Arts Award of...

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