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In The Adweek Copywriting Handbook, legendary copywriter and ad man Joseph Sugarman provides proven guidelines and expert advice on what it takes to write copy that will entice, motivate, and move customers to buy.

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The Adweek Copywriting Handbook: The Ultimate Guide to Writing Powerful Advertising and Marketing Copy from One of America's Top Copywriters. Description Great copy is the heart and soul of the advertising business. In this practical guide, legendary copywriter Joe Sugarman provides proven guidelines...

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The Adweek Copywriting Handbook by Joseph Sugarman Summary Axioms Copywriting is a mental process; the successful execution of which reflects the sum total of all your experiences, your specific knowledge and your ability to mentally process that information and transfer it onto a sheet of paper for the purpose of selling a product or service.

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