

The Copy Workshop Workbook

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kleiner Einsatz große Wirkung einfallsreiche Werbeaktionen die möglichst wenig Geld kosten das ist der Grundgedanke des Guerilla Marketings der Marketing Experte Jay C. Levinson präsentiert in diesem Standardwerk sein revolutionäres Konzept kreative Ideen und Aktionen die mit kleinem Mittelleinsatz große Wirkungen erzeugen dabei zieht er alle Register und beweist anhand vieler praktischer Beispiele wie einfach es ist Chancen für sich zu nutzen und das Marketing schneller schlanker flexibler und effektiver zu machen

this book is written with businesspeople in mind in everything you want Jennifer Wood and Barney Allan offer a route to better branding and better marketing this will lead to more customers staying with a given brand for longer periods

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written for the undergraduate student in liberal arts journalism and business schools a resource guide to the best work in the field for students in art and graphic design courses and for professionals in the field preface p vx

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