



1st Copy Book for Advertising Copywriters and "Creative Writers"

By Maxwell Ofori Nkrumah BFA

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Copywriting is a rarely known lucrative creative writing profession. It involves persuasive writing for Advertising and Marketing Communications. This book uncovers the greatest tips about how to write stunning copy for Advertising, as well as key insights on Viral Marketing/ "Viratising". Also, in this book, over 50 creative professionals, including accomplished Creative Directors, Lecturers, Art Directors and Copywriters from more than 10 countries, reveal the "Secret books" behind their astounding success in the world of Advertising. Here's a rich reference material for Senior and Amateur Copywriters/Art Directors, Creative Directors, as well as ordinary "Creative Writers" and enthusiasts, interested in becoming the next shocking superstars in the world's Advertising and Marketing Communications story. Read it. It's for you!

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