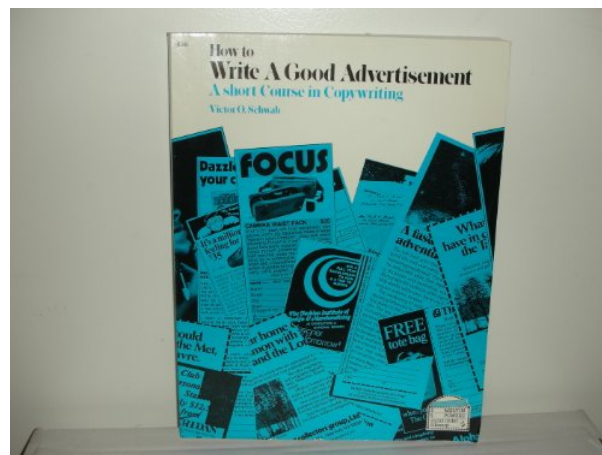
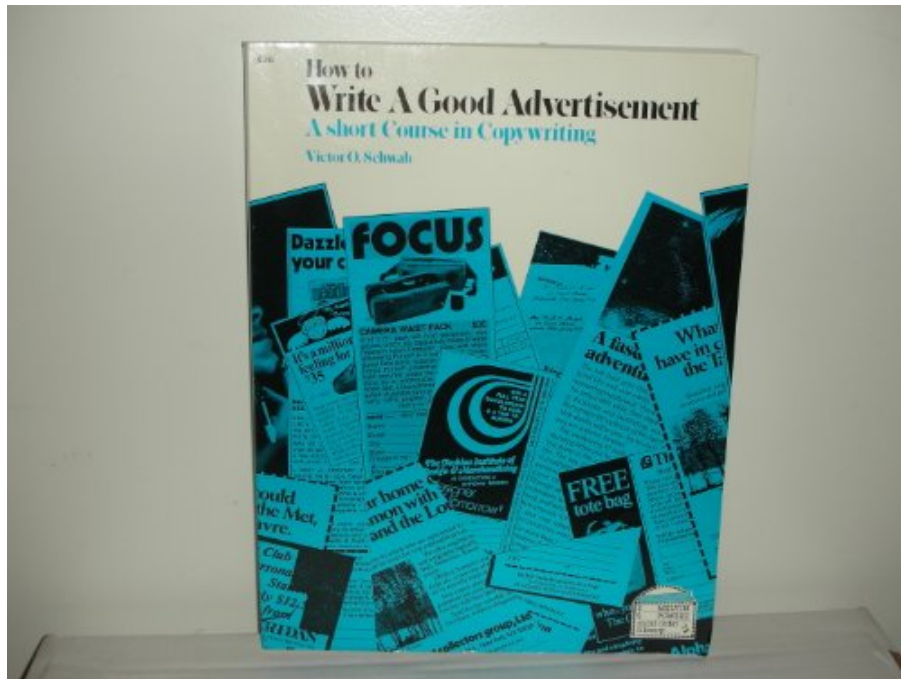


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- Published on: 1962
- Binding: Unknown Binding
- 227 pages

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By IWilliam Stonehill

No one interested in writing DM or doing copywriting should think that one book tells it all, but instead should collect a library of must-read books. This is one of them. The advice is as true as the day it was written, in 1962. It constitutes one of the small handful of true classics on writing DM and advertising. Victor Schwab is right up there with the likes of Ogilvy, Bob Bly and Dan Kennedy. Buy this Book!

But...this book hasn't been revised since 1962, and many of the examples date from the 1920s and 1930s . Language has changed and moved on since then. Arm twisting , formulaic headlines and catch copy have also lost some (but maybe not all) of their ability to sell.

When this book was written, there was no Internet,email,iPod, Amazon, Google or Facebook. The basic assumption behind this book is the power of the printed word, which means it has to be treated with caution at times.

But this book is as fundamental a part of any copywriters toolkit as a hammer is to a carpenter. Be aware of its failings. It won't explicitly teach you to write for the Internet, and you may be puzzled by some of the quaint examples. But, if you read it and make sure to pass the tests at the end of each chapter, you're going to take giant steps towards becoming a better copywriter.

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You'll find chapters on understanding the emotional triggers, using facts, using proof, getting people to take action and much more.

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