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# How To Write A Good Advertisement

**Maurice I. Mandell**



## How To Write A Good Advertisement:

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*How to Write a Good Advertisement* Victor O. Schwab, 2023-10-22 Call it advertising call it promotion call it marketing but whatever you call it every business and organization depends on words with impact You need to grab the attention of potential customers clients or supporters and call them to action Few among us are born talented copywriters that rare combination of both facile wordsmiths and natural salespeople Most of us need some help and even naturals can improve by studying the best Victor O Schwab was one of the greats Considered a marketing master during his 44 year career he was the copywriter who propelled Dale Carnegie s *How to Win Friends and Influence People* into a mega seller *How to Write a Good Advertisement* Schwab s classic guide has stood the test of time In just over 200 pages this book clearly explains the core elements of an effective advertisement Schwab shows us how to Get attention with better ad copy Build credibility in your advertising Create winning layouts and choose the best ad size Test ad effectiveness Convert inquiries to sales Make special offers that dramatically increase response and sales *How to Write a Good Advertisement* gets you quickly up to speed with examples of powerful profitable headlines with explanations of why those headlines work so well and quick lesson reviews that help you turn what you ve read into skills you own Schwab provides us shortcuts without sacrificing long term understanding Fifty years after publication this book is still the standard bearer sought after by a new generation of copy writers and businesspeople Read it apply it and watch your sales soar

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**Printers' Ink; the ... Magazine of Advertising, Management and Sales** ,1889      Farm Implement News ,1921  
Editor & Publisher ,1913      *System* ,1917      Advertising James S. Norris,1990      **Holstein-Friesian World** ,1919  
Printers' Ink ,1925      Advertising Maurice I. Mandell,1980      *How to Advertise a Retail Store, Including Mail Order*  
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