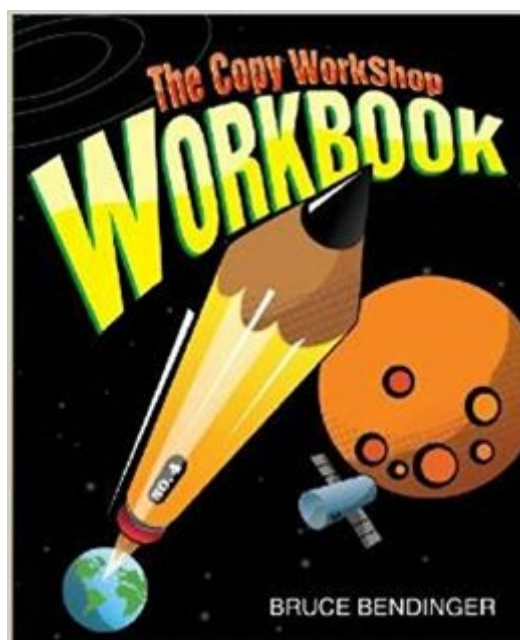


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The Copy Workshop Workbook



Synopsis

WELCOME TO THE REVOLUTION.HANG ON! We have an evolution that's a revolution. When our media evolves in a big way, all of society evolves in an even bigger way. It's happening right now. Media habits are changing, business models that have been around for a hundred years are changing, and the job market is changing as well. Maybe you've noticed. Thomas Jefferson observed, "every generation needs a new revolution." Well, this one's inside your computer.THE GOOD NEWS. The world needs communication skills more than ever - as billboards evolve into banner ads, brochures open up into Web sites, and TV spots become viral videos. You'll find challenges old and new - and jobs to do. Get the help you need inside this book - conceptual tools, strategy basics, and tactical tips - all wrapped up in some of the best advice you'll find anywhere. Though you will need to bring along one more thing - "that ultimate non-linear thinking tool, the human brain." Yours is going to get some exercise. Get ready.

Book Information

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Customer Reviews

I originally gave this book 5 stars because I thought the numerous examples of ads, combined with helpful tips, was a winning combination. Upon further review, the ruling on the field is overturned, and I'm downgrading this book to 3 stars.The first problem: the book is written in a choppy, telegraphic style. I'm sure that was a boffo concept for a one-page ad in the 70s. But after a hundred pages of it, this monotonous patter of sentence fragments becomes annoying. After four

hundred pages, you want to insert spikes in your eyes to make it stop. On top of that, the book is set in 14-point Times Roman -- perhaps just right for sight-impaired elderly readers who need a Large Type edition, but way too large for comfortable normal reading. Again, it appears that this layout was borrowed from the predominant style of print ads that ran in the 70s. The book is littered with numerous layout gaffes that are the result of plain old laziness. Text that didn't fit on a page was simply sliced off rather than refit. Inexcusably amateurish. And sometimes the author comes across as, well, clueless. I mean, have you ever heard Eveready's Energizer Bunny referred to as The Pink Bunny?? Me neither. But the author inexplicably insists on calling Energizer's mascot The Pink Bunny -- even while displaying an example Energizer ad that clearly says "Energizer Bunny" in its headline. That's just not paying attention, and after a few clunkers like these, you begin to seriously doubt the author's credibility. This book's publication date says 2002, but you won't see anything about Internet marketing here, aside from a really brief mention in the foreword.

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