



Communications Writing and Design: The Integrated Manual for Marketing, Advertising, and Public Relations (Paperback)

By John DiMarco

John Wiley Sons Inc, United States, 2017. Paperback. Condition: New. 1. Auflage. Language: English . Brand New Book. Communications Writing and Design is an integrated, project-based introduction to effective writing and design across the persuasive domains of communication. * Build a strong foundation of core writing and design skills using professionally-designed examples that illustrate and reinforce key principles * Readers learn and analyze techniques by creating 15 projects in marketing, advertising, PR, and social media with the help of strategy suggestions, practical tips, and professional production techniques * Written by an experienced professional and teacher, with a focus on the cross-disciplinary nature of contemporary communication work * Learning is reinforced through a variety of pedagogical features: learning objectives, helpful mnemonics, real-life projects and applications, chapter references for further study, and end-of-chapter summaries and exercises A companion website with multimedia slides, exam questions, learning videos, and design guides provides additional learning tools for students and instructors.

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