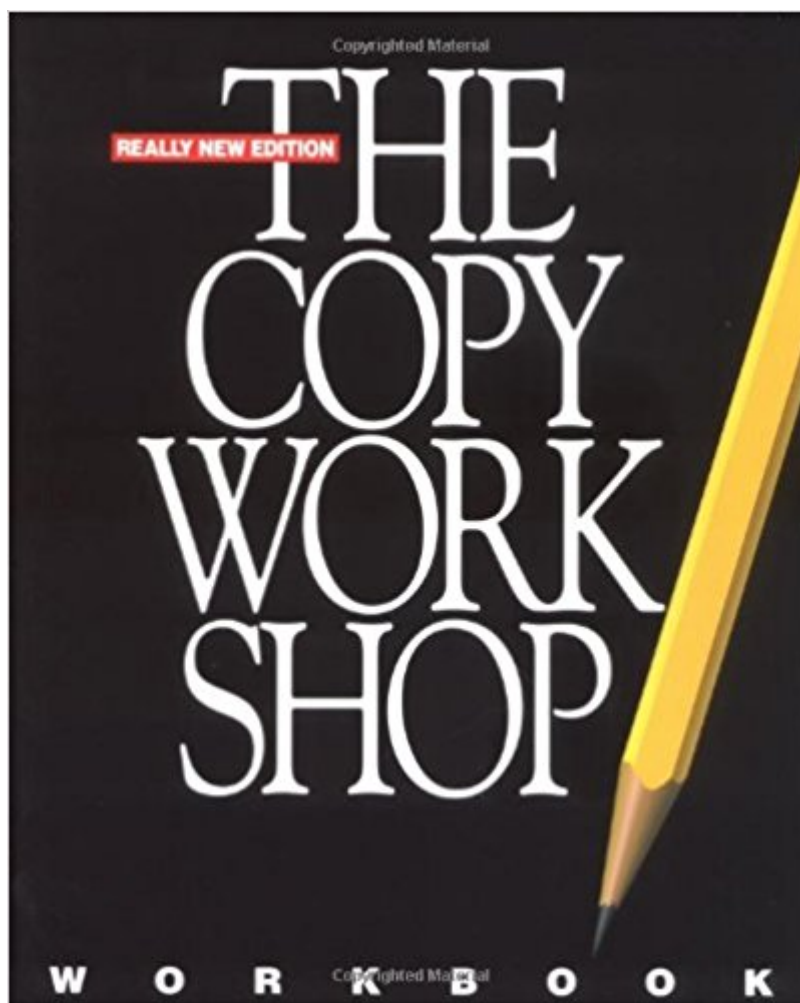


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# The Copy Workshop Workbook 2002



## 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. --This text refers to an alternate Paperback edition.

## Book Information

Paperback: 446 pages

Publisher: Copy Workshop; 3 edition (March 2002)

Language: English

ISBN-10: 1887229124

ISBN-13: 978-1887229128

Product Dimensions: 1 x 7.2 x 9 inches

Shipping Weight: 2 pounds (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars 18 customer reviews

Best Sellers Rank: #389,310 in Books (See Top 100 in Books) #79 in Books > Arts & Photography > Graphic Design > Commercial > Advertising #787 in Books > Business & Money > Marketing & Sales > Advertising #8084 in Books > Business & Money > Economics

## Customer Reviews

"Bruce's book is a great introduction to a craft that is partly art, partly business, and he addresses both in full measure." --Luke Sullivan. Author - Hey Whipple, Squeeze This."Don't read this book. It has too many of our secrets." --Alex Bogusky - Crispin Porter + Bogusky"Now digitally enhancing the chances that you won't suck" --Jeff Goodby - Goodby Silverstein & Partners"Don't read this book. It has too many of our secrets." --Alex Bogusky - Crispin Porter + Bogusky"Bruce's book is a great introduction to a craft that is partly art, partly business, and he addresses both in full

measure." --Luke Sullivan. Author - Hey Whipple, Squeeze This. --This text refers to an alternate Paperback edition.

"One of Chicago's creative superstars." He was an award-winning copywriter - first at JWT, then Dave Kennedy (co-founder of Wieden + Kennedy, the Nike agency). Then he became the youngest-ever VP Creative Director at Leo Burnett. As a "Creative Consultant," he helped Apple Computer with strategy systems, recorded with Rock & Roll legends, and was Creative Director for a President of the United States. --This text refers to an alternate Paperback edition.

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. Occasional semi-contemporary references to "word processing" and "electronic media" notwithstanding, the book reads like it was written in an age when typewriters and carbon paper ruled the earth. I've seen this before: a hopelessly old-school pedagogue trying to cling to the tatters of relevance by throwing around outdated buzzwords, and missing the mark with much of his commentary. It ain't pretty. On the upside, the book has some helpful tips, and some insights that are on-target -- if you can glean them from the self-affected text. Bottom line, it's the example ads -- for print, TV, and radio -- that hold any redeeming value for this book. The good examples are plentiful, and for the most part,

worth studying. Too bad the accompanying text doesn't rise to the same standards.

Short and sweet, this book is a great overview of some of the bigger names in the industry. It goes through some popular campaigns, a history of advertising, and information on basic concepts and selling principles. Also, it has a bunch of hands on activities that really get the brain going and drive the strategies home.

This is a pretty informative book, vastly different in its approach from other copywriting books on the market. The one thing that gets annoying is its stacatto-style sentence structure and the fifty point font! Talk about distracting. You'll want to gouge your eyes out after reading ten pages. I know its designed to help create good copy, but don't get let the author's style influence you to write paragraphs with sentences that are three or four words long. I felt like I needed to read something else with well structured prose after this book...

The book arrived on time and in good condition. It's like two textbooks in one because it has excellent information in the side columns.

GREAT!

Perfect condition

Detailed and comprehensive. Lots to pull from to use in training. I loved looking at the retro ads that I remember as a kid. Fun to read and very informative.

Great book. I love you . Skip the school lines and get your materials here. I saved over \$250 by shopping on .com

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