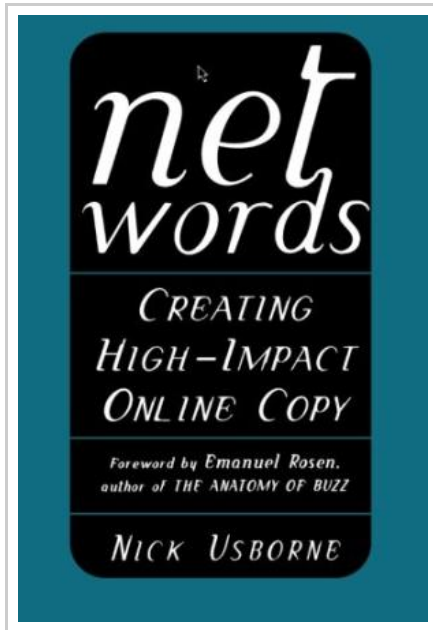




Net Words: Creating High-Impact Online Copy

By Nick Usborne

McGraw-Hill. Paperback. Book Condition: New. Paperback. 224 pages. Dimensions: 8.2in. x 5.5in. x 0.7in. A guide to creating copy that connects with customers and makes the sale. Advertising and promotion professionals have long known that, while bells and whistles may grab a customer's attention, words make the sale. Yet, nearly a decade into the Web revolution, E-commerce professionals are just now waking up to the fact that the usual high-tech, graphics-heavy approach to site design is bad for business. Net Words explores the reasons why and makes a strong case for a revolutionary new approach to copywriting tailored to the unique demands of a powerful new medium. With the help of dozens of examples of successful and unsuccessful on-line writing, author Nick Usborne shows readers how to harness the power of the written word for the Web. Readers learn how to imbue a business with a distinctive on-line voice and use it to forge lasting bonds with customers, increase market share, and close sales. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.



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