



## Further Reading

Robert W. Bly

*The Copywriter's Handbook: A Step-by-Step Guide to Writing Copy that Sells*  
3rd edition, Holt Paperbacks, New York, 2006

Bill Bryson

*The Mother Tongue: English and How It Got That Way*  
William Morrow Paperbacks, New York, 1991

Roy Peter Clark

*Writing Tools: 50 Essential Strategies for Every Writer*  
Reprint, Little, Brown & Company, New York, 2008

Dominic Gettins

*How To Write Great Copy: Learn the Unwritten Rules of Copywriting*  
Kogan Page, London and Philadelphia, 2006

Albert Joseph

*Put It In Writing: Learn How to Write Clearly, Quickly, and Persuasively*  
McGraw-Hill Professional, New York, 1998

Gavin Lucas and Michael Dorrian

*Guerilla Advertising: Unconventional Brand Communication*  
Laurence King Publishing, London, 2006

Gavin Lucas

*Guerilla Advertising 2: More Unconventional Brand Communication*  
Laurence King Publishing, London, 2011

Steven Pressfield

*The War of Art: Break Through the Blocks and Win Your Inner Creative Battles*  
Black Irish Entertainment, New York, 2012

Luke Sullivan

*Hey, Whipple, Squeeze This: The Classic Guide to Creating Great Ads*  
4th edition, John Wiley & Sons, Hoboken, New Jersey, 2008

Maria Veloso

*Web Copy That Sells: The Revolutionary Formula for Creating Killer Copy That Grabs Their Attention and Compels Them to Buy*  
Amacom, New York, 2009