

# Contents

7	<b>Preface</b>
9	<b>Introduction</b>
10	<b>Chapter 1: Getting to grips with copywriting</b>
24	<b>Chapter 2: The art of writing great copy</b>
40	<b>Chapter 3: Writing for brand and marketing</b>
44	Interview: John Simmons, The Writer
47	Interview: Steve Manning, Igor International
64	Case Study: Serious Waste Management
66	Case Study: Olive Media Products
68	<b>Chapter 4: Writing for advertising and direct marketing</b>
86	Interview: Diane Ruggie, DDB
88	Interview: Will Awdry, Ogilvy
97	Case Study: Amnesty International
100	Case Study: MemoMind Pharma
102	<b>Chapter 5: Writing for retailing and products</b>
108	Interview: Meredith Mathews, Half Price Books
110	Interview: Dan Germain, Innocent Drinks
124	Case Study: Method Home Products
126	Case Study: Pret A Manger
130	<b>Chapter 6: Writing for company magazines, newsletters, and internal communications</b>
142	Interview: Conan Kisor, American Medical Association
145	Interview: Sarah McCartney, <i>Lush Times</i>
158	Case Study: <i>Land Rover Onelife</i>
162	Case Study: Kodak <i>One</i> Magazine
164	<b>Chapter 7: Writing for catalogs</b>
172	Interview: Vincent Stanley, Patagonia
174	Interview: Kate Tetlow, Jupiter Design
190	Interview: Sunita Yeomans, Creative Director, argos.co.uk
196	Case Study: The Territory Ahead
198	<b>Chapter 8: Writing for the digital environment</b>
208	Interview: Mark Santus, Romeo Empire Design
210	Interview: Catherine Toole, Sticky Content
222	Case Study: Broad Stripe Butchers
224	Case Study: Daily Candy
226	Case Study: <i>Creative Review</i> Blog
231	<b>Glossary</b>
234	<b>Further reading</b>
235	<b>Index</b>
238	<b>Picture credits</b>
240	<b>Acknowledgments</b>