

HOW TO WRITE A GOOD ADVERTISEMENT

by VICTOR O. SCHWAB

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Understanding Sponsored Search Jim Jansen, 2011-07-25 This book addresses the underlying foundational elements both theoretical and methodological of sponsored search As such the contents are less affected by the ever changing implementation aspects of technology Rather than focusing on the how this book examines what causes the how Why do certain keywords work while others do not Why does that ad work well when others that are similar do not Why does a key phrase cost a given amount Why do we measure what we do in keyword advertising This book speaks to that curiosity to understand why we do what we do in sponsored search The content flows through the major components of any sponsored search effort regardless of the underlying technology or client or product The book addresses keywords ads consumers pricing competitors analytics branding marketing and advertising integrating these separate components into an incorporated whole The focus is on the critical elements with ample illustrations and with enough detail to lead the interested reader to further inquiry

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How to Write a Good Advertisement Victor O. Schwab, 1962 **Editing and Publication** Ian Montagnes, 1991 Author editor reader Getting the most out of words The editor's many tasks Editing for the specialist Reaching the nonspecialist Illustrations Design for publication Introduction to print production Production management The business side Reaching the reader

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