

Contents

7	Introduction
8	Chapter 1: Getting to grips with copywriting
22	Chapter 2: The art of writing great copy
36	Chapter 3: Writing for advertising and direct marketing
52	Interview: Diane Ruggie, DDB
55	Interview: Will Awdry, Ogilvy
63	Case Study: Amnesty International
66	Case Study: MemoMind Pharma
68	Chapter 4: Writing for retailing and products
74	Interview: Meredith Mathews, Half Price Books
76	Interview: Dan Germain, Innocent Drinks
90	Case Study: Method Home Products
92	Case Study: Pret A Manger
96	Chapter 5: Writing for catalogues
104	Interview: Vincent Stanley, Patagonia
106	Interview: Kate Tetlow, Jupiter Design
122	Case Study: The Territory Ahead
124	Case Study: Argos
126	Chapter 6: Writing for company magazines and newsletters
138	Interview: Conan Kisor, American Medical Association
141	Interview: Sarah McCartney, Lush Times
152	Case Study: Land Rover Onelife
156	Case Study: Kodak One Magazine
158	Chapter 7: Writing for websites and digital formats
168	Interview: Mark Santus, Romeo Empire Design
170	Interview: Catherine Toole, Sticky Content
178	Case Study: Broad Stripe Butchers
180	Case Study: Daily Candy
182	Chapter 8: Writing for brand, marketing and internal communications
190	Interview: John Simmons, Consultant
193	Interview: Steve Manning, Igor International
206	Case Study: Serious Waste Management
208	Case Study: Olive Media Products
210	Further reading
213	Index
216	Picture credits
216	Acknowledgements