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D&AD has produced an excellent publication demonstrating the very best of copywriting. The Copy Book offers an insight into the creative process of some of the world's leading copywriters, as well as demonstrating some incredible examples of their work. It would be a 5\* book if it weren't for the lack of female writers included.

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Item description. "In 1995, the D&AD published a book on the art of writing for advertising. D&AD and TASCHEN have joined forces to bring you an updated and redesigned edition of the publication. Regarded as the most challenging field in advertising, copywriting is usually left to the most talented professionals—often agency leaders or owners themselves."

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D&AD: The Copy Book. D&AD: The Copy Book. ( Review 03 ) The superstars and leading professionals in the business of writing ads. In 1995, the D&AD published a book on the art of writing for advertising. Though now outdated, the best-selling book remains an important reference work today—a bible for creative directors.

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Earlier this year, D&AD and Taschen published a new version of The Copy Book and I ' m honoured to be in it. The original version came out in 1995 and became something of a rarity, with copies exchanging hands for crazy money on eBay. It included 32 advertising copywriters, each o

~~The Copy Book — Asbury & Asbury~~

The truth is, there is no single book that can offer an all in one resource. Copywriting has so many components and it depends on what the project is. Who the audience is. What style is required. I've been writing copy for companies for a decade, ...

~~What distinguishes D&AD's The Copy Book from other ...~~

About. D&AD is an education charity that promotes excellence in design and advertising. Each year, the D&AD Awards gather the world's best creative work from across the commercial design, advertising, production and craft disciplines to be judged by more than 260 global creative leaders, practitioners and innovators.

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Lots of little optional rules dropped, but almost certainly it's an well averaged out facsimile of AD&D whilst keeping within copyright agreements of open game license - plus the idea that AD&D game formulas are in public domain from an assorted of computer games over the years (never fully understand the details of that either) According to ...

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