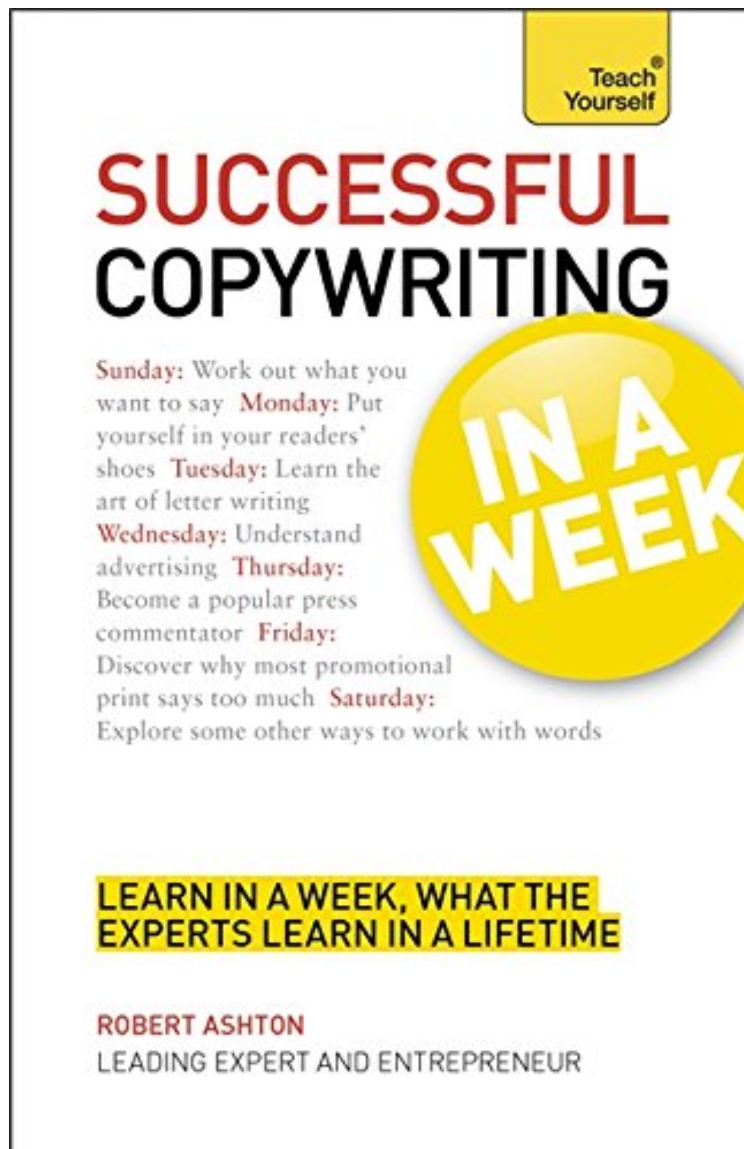


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Robert Ashton

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The ability to write great copy is crucial to anyone who wants to advance their career. Written by Robert Ashton, a leading expert on copywriting as both a coach and a practitioner, this book quickly teaches you the insider secrets you need to know in order to write brilliant copy. The highly motivational 'in a week' structure of the book provides seven straightforward chapters explaining the key points, and at the end there are optional questions to ensure you have taken it all in. There are also cartoons and diagrams throughout, to help make this book a more enjoyable and effective learning experience. So what are you waiting for? Let this book put you on the fast track to success!

About the Author Robert Ashton is a social entrepreneur and established business author. His books have been translated into 15 languages and sell in almost 100 countries around the world. He attributes his success in business and in print to his ability to translate complexity into clear, compelling copy. In this book Robert shares the secrets of effective, persuasive writing.