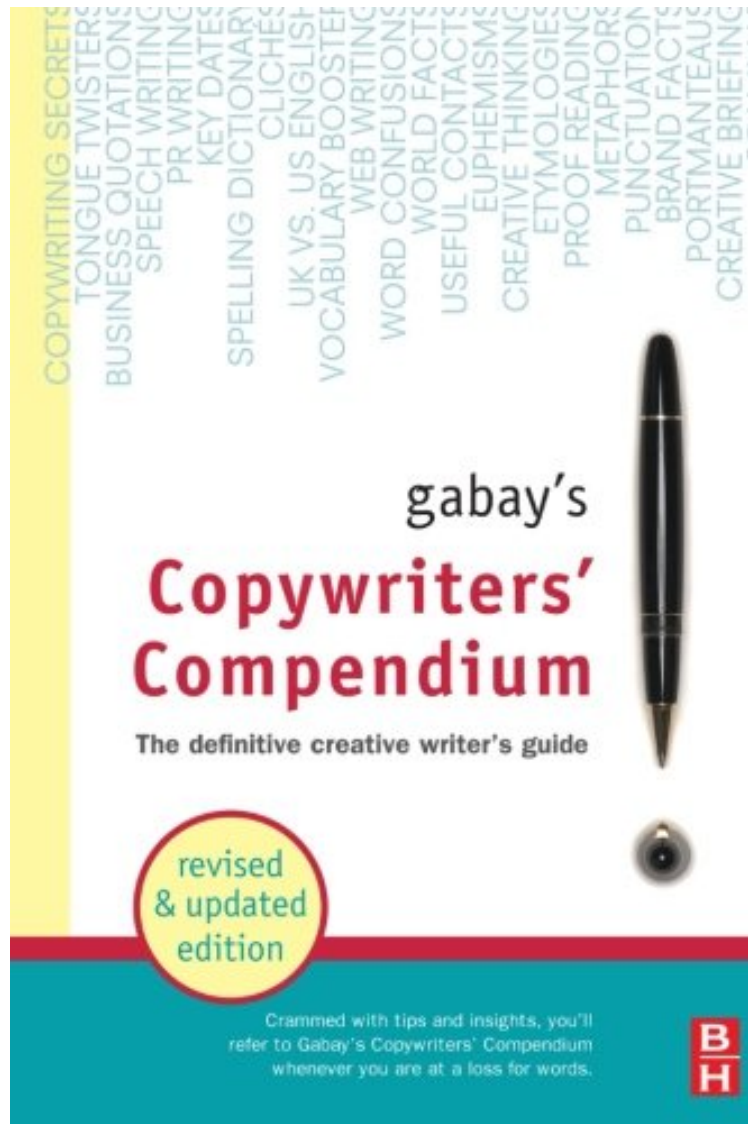


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Gabay's Copywriters' Compendium

Jonathan Gabay

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Jonathan Gabay : Gabay's Copywriters' Compendium before purchasing it in order to gage whether or not it would be worth my time, and all praised Gabay's Copywriters' Compendium:

1 of 1 people found the following review helpful. Uneven and not as useful as it seems By Thomas L.A hodgepodge collection of idioms, clichs, quotes, and factoids -- over 700 pages' worth. The problem is, much of the material is tired, obvious, UK-centric, cutesy, hackneyed, and not worth using. I was looking for a book that would give me some ideas to help my writing sparkle with wit, energy, freshness, and clarity. Heck, a book that helped me in just one of those areas would be a good find. But this isn't that book. Gabay's is littered with clumsy, dull writing ideas that often

made me wince. If I used the book as a guide, my writing would end up as tired as a tombstone. (Yes, that simile is an actual example from the book. Talk about a stink bomb; there are more, but it's the only one I can force myself to type.) The page count misled me to think that this would be a comprehensive writing reference brimming with great ideas. The reality: eh, not so much. If you got rid of the dreck in this book, and kept the smattering of good ideas that are scattered throughout, you'd end up with a much thinner book -- but a much more useful one. And that would be a real gem.

4 of 4 people found the following review helpful. A good reference book for advertising writers

By Arnold Howard

This is not a how-to book to read from cover to cover. It is a reference book for writing slogans, headlines, or news releases. It contains lists of idioms, clichés, metaphors, similes, euphemisms, rhyming words, famous quotations, and notable events in world history. It also includes lists of different types of slogans and the basics of writing brochures, ads, and news releases. If you make your living as a copywriter, you will be glad to own this book.

Marketers, creative writers, and individuals for whom copywriting forms part of their job are often required to produce innovative and engaging copy in a short space of time. Creativity is not always to hand, and therefore on some occasions additional help is required to find the right phrase, description or slogan. Gabay's *Copywriting Compendium* contains a wealth of inspiring tips, ideas and descriptions to aid the writing process, such as advice on spelling and grammar, examples of rhyming words, suggested euphemisms, and odd facts.

About the Author Jonathan Gabay is a trainer, coach and creative strategist, and has vast experience of marketing throughout his career, holding positions such as the Creative Director of the Direct Marketing division at Moorgate Plc, the Creative Marketing Group Head at Saatchi and Saatchi plc, the Creative Marketing Director at DPA, and the Head of the Direct Marketing Division at GGA. Jonathan has acted as coach and mentor to some of Europe's leading creative companies such as Hawksmere training, Reed Training, Accenture, KPMG, Anderson Consulting, Sun Microsystems, Oracle, Vodafone, Creative Labs, Clearwater Communications, Barclays Bank, Hayes Modems, Turner Television, Nyman Libson, Paul YKK Zips, Computacenter, Compaq, and James Capel. He also works closely with the CIM. In five years he has addressed around 2000 leading marketers from top UK companies. Key roles include acting as an advisor on creativity and the Web to the Marketing Society, a copywriter on leading through-the-line-brands, and a Web creative strategist for leading e-markets. He is also a Media spokesperson on the Web and imaginative marketing.