Contents

7	Preface
9	Introduction
10	Chapter 1: Getting to grips with copywriting
24	Chapter 2: The art of writing great copy
40 44 47 64 66	Chapter 3: Writing for brand and marketing Interview: John Simmons, The Writer Interview: Steve Manning, Igor International Case Study: Serious Waste Management Case Study: Olive Media Products
68 86 88 97 100	Chapter 4: Writing for advertising and direct marketing Interview: Diane Ruggie, DDB Interview: Will Awdry, Ogilvy Case Study: Amnesty International Case Study: MemoMind Pharma
102 108 110 124 126	Chapter 5: Writing for retailing and products Interview: Meredith Mathews, Half Price Books Interview: Dan Germain, Innocent Drinks Case Study: Method Home Products Case Study: Pret A Manger
130 142 145 158 162	Chapter 6: Writing for company magazines, newsletters and internal communications Interview: Conan Kisor, American Medical Association Interview: Sarah McCartney, Lush Times Case Study: Land Rover Onelife Case Study: Kodak One Magazine
164 172 174 190 196	Chapter 7: Writing for catalogues Interview: Vincent Stanley, Patagonia Interview: Kate Tetlow, Jupiter Design Interview: Sunita Yeomans, Creative Director, argos.co.uk Case Study: The Territory Ahead
198 208 210 222 224 226	Chapter 8: Writing for the digital environment Interview: Mark Santus, Romeo Empire Design Interview: Catherine Toole, Sticky Content Case Study: Broad Stripe Butchers Case Study: Daily Candy Case Study: Creative Review Blog
231 234 235 238 240	Glossary Further reading Index Picture credits Acknowledgements