



Gabay's Copywriters' Compendium

Jonathan Gabay

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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.

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