

## Practical advertising copy writing (YGS)(Chinese Edition)



Filesize: 9.53 MB

### ***Reviews***

*Comprehensive guide for publication enthusiasts. I could possibly comprehend every thing out of this created e ebook. I am just quickly can get a enjoyment of reading through a created publication.  
(Shayne Feeney)*

## PRACTICAL ADVERTISING COPY WRITING (YGS)(CHINESE EDITION)

DOWNLOAD



paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date :1998-02-01 Pages: 274 Publisher: China Water Conservancy and Hydropower title: the practical ad copy writing (YGS) List Price: 13.5 yuan Author: Ouyang Youquan Press: China Water Conservancy and Hydropower Publication Date: 1998 -02-01 ISBN: 9787801244062 Words: Pages: 274 Edition: Binding: Folio: Weight: Editor's Summary Summary advertising presentation is the soul and core of advertising planning and production. the starting point is to improve the quality and level of modern advertising. The book addresses the nature of of socialist advertising nature of the presentation and advertising presentation. characteristics. role in the process of writing. the overall principle requires a comprehensive and systematic introduction to the basic principles and the basics of the presentation of creative advertising. theme. language. genre. introducing advertising presentation of posters. slogans. text general knowledge and writing essentials. specifications. requirements. methods. techniques. etc.; writing and radio. television. newspapers. magazines and other media advertising presentation. both theory and practice. principles and techniques . made on the direction and method combination of informative narrative. so scientific. ideological. intellectual and popular. vivid. practical guidance in one. This book can be used as the University Department of Advertising and related professional teaching reference books. and also for the purposes of news. business. corporate. advertising practitioners and society at large youth self. Directory of introduction quan Ouyang. born in 1954. Hubei Zhuxi people. Wuhan University graduate. MA. is now the Central South University. deputy director of the Department of Social Sciences. associate professor. heads the young and middle. After the reopening of the first university graduate. has been engaged in teaching. research work in colleges and universities. Has published a personal theory monograph monograph two parameters essays. edited by two....



[Read Practical advertising copy writing \(YGS\)\(Chinese Edition\) Online](#)



[Download PDF Practical advertising copy writing \(YGS\)\(Chinese Edition\)](#)

## You May Also Like



**TJ new concept of the Preschool Quality Education Engineering: new happy learning young children (3-5 years old) daily learning book Intermediate (2) (Chinese Edition)**

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date :2005-09-01 Publisher: Chinese children before making Reading: All books are the...

[Download eBook »](#)



**TJ new concept of the Preschool Quality Education Engineering the daily learning book of: new happy learning young children (3-5 years) Intermediate (3)(Chinese Edition)**

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date :2005-09-01 Publisher: Chinese children before making Reading: All books are the...

[Download eBook »](#)



**TJ new concept of the Preschool Quality Education Engineering the daily learning book of: new happy learning young children (2-4 years old) in small classes (3)(Chinese Edition)**

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date :2005-09-01 Publisher: Chinese children before making Reading: All books are the...

[Download eBook »](#)



**YJ] New primary school language learning counseling language book of knowledge [Genuine Specials(Chinese Edition)**

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date :2011-03-01 Pages: 752 Publisher: Jilin University Shop Books All the new...

[Download eBook »](#)



**Primary language of primary school level evaluation: primary language happy reading (grade 6)(Chinese Edition)**

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date :2012-07-01 Pages: 92 Publisher: Tibet People's Publishing House basic information about...

[Download eBook »](#)

**US Genuine Specials] touch education(Chinese Edition)**

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date :2012-05 Pages: 212 Publisher: Jilin Publishing Group LLC. the new reincarnation

[Download ePub »](#)

**Computer Q & A 98 wit - the challenge wit king(Chinese Edition)**

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Publisher: Twenty-first Century Press Pub. Date :2007-2-1. This is a collection of scientific knowledge

[Download ePub »](#)

**Ip Man Wing Chun Basics (the movie Ip Man director Sin Kwok. Ip Man master(Chinese Edition)**

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date: Unknown Pages: 129 in Publisher: China Industrial and Commercial Joint Press

[Download ePub »](#)

**Preschool Education(Chinese Edition)**

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date :2011-12-01 Language: Chinese Publisher: Southwest Normal University Press only genuine new

[Download ePub »](#)

**Access2003 Chinese version of the basic tutorial (secondary vocational schools teaching computer series)**

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Pages Number: 192 Publisher: People's Post Pub. Date :2011-10-01 version 1. Access 2003 Tutorial

[Download ePub »](#)