



Kiss & Sell: Writing for Advertising Redesigned and Rekissed

Robert Sawyer

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"Kiss & Sell: Writing for Advertising (Redesigned & Rekissed)" is an exploration of all aspects of copywriting. The book discusses different subjects and media, from print and broadcast to interactive media, as well as tactics and strategies employed by copywriters. The text is supported by insightful interviews with leading practitioners and a wide variety of some of the most successful advertising copy ever produced.

"Kiss & Sell" does not judge the work it uses to illustrate its various points. There are no right and wrong examples. Instead, the book helps students as well as professionals to distinguish between their tastes or preferences and an objective or critical reading of the examples.

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