

[PDF] Strategic Writing: Multimedia Writing For Public Relations, Advertising, And More

Charles Marsh, David W. Guth, Bonnie Poovey Short - pdf download free book



Books Details:

Title: Strategic Writing: Multimedia

Author: Charles Marsh, David W. Guth

Released:

Language:

Pages: 272

ISBN: 0205031978

ISBN13: 9780205031979

ASIN: 0205031978

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Description:

In its third edition, *Strategic Writing* emphasizes the strategic, goal-oriented mission of high-quality media and public relations writing with clear, concise instructions for more than 40 types of documents.

This multidisciplinary text covers writing for public relations, advertising, sales and marketing, and business communication. Featuring a spiral binding, numerous examples and a user-friendly "recipe" approach, *Strategic Writing* is ideal for public relations writing classes that include documents from other disciplines.

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