



# How to Write Great Copy: Learn the Unwritten Rules of Copywriting

*By Dominic Gettins*

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Dominic Gettins spent many years writing copy and training others to do so. Here, he clearly demonstrates his ability to get his message across and shows readers how to do the same.

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### **Editorial Review**

#### **Review**

..."a shortcut to the sort of knowledge gained by trial and error over many years by the icons of the advertising business."

#### **About the Author**

Dominic Gettins is a highly-acclaimed copywriter whose work has won many awards. His rules have been adopted by many leading organizations for many years, such as the BBC, Microsoft and Abbey National. He is now Creative Director at Euro RSCG London, one of the world's largest communications consultancies.

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