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By Barry Callen

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- 23 creative approaches to naming a product, service, or business
- 18 ways to write a great headline
- 6 steps to creating memorable radio and TV ads

A must for writers, sales pros, and marketing people, this user-friendly guide tackles every style and format, providing winning phrases for powerful print ads, press releases, radio and television scripts, and much more. It's your ultimate resource and one-stop reference for phrases that provoke, phrases that inspire, *phrases that sell*.

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Editorial Review

About the Author

Barry Callen is a marketing and advertising consultant, lecturer, and teacher with more than 30 years experience in all forms of media, from TV to direct mail to the Internet.

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