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their work. It would be a 5* book if it weren't for the lack of female writers included.

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advertising, copywriting is usually left to the most talented professionals—often agency leaders or owners themselves."

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Earlier this year, D&AD and Taschen published a new version of The Copy Book and I'm honoured to be in it. The original version came out in 1995 and became something of a rarity, with copies exchanging hands for crazy money on eBay. It included 32 advertising copywriters, each o

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The truth is, there is no single book that can offer an all in one resource. Copywriting has so many components and it depends on what the project is. Who the audience is. What style is required. I've been writing copy for companies for a decade, ...

~~What distinguishes D&AD's The Copy Book from other ...~~

About. D&AD is an education charity that promotes excellence in design and advertising. Each year, the D&AD Awards gather the world's best creative work from across the commercial design, advertising, production and craft disciplines to be judged by more than 260 global creative leaders, practitioners and innovators.

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