

Writing That Works By Walter E. Olu, Charles T. Brusaw



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The deceptively simple steps to persuasive writing that works

The Deceptively Simple Steps to Persuasive Writing That Works. A few weeks ago, I wrote about some ways you can keep your reader's

How to give a great presentation: timeless advice from a legendary

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Kenneth Roman is a former CEO of Ogilvy & Mather Worldwide, the advertising agency 1992 – The New How to Advertise, with Jane Maas; 1981 – Writing That Works, with Joel Raphaelson; 1977 – How to Advertise, with Jane Maas

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