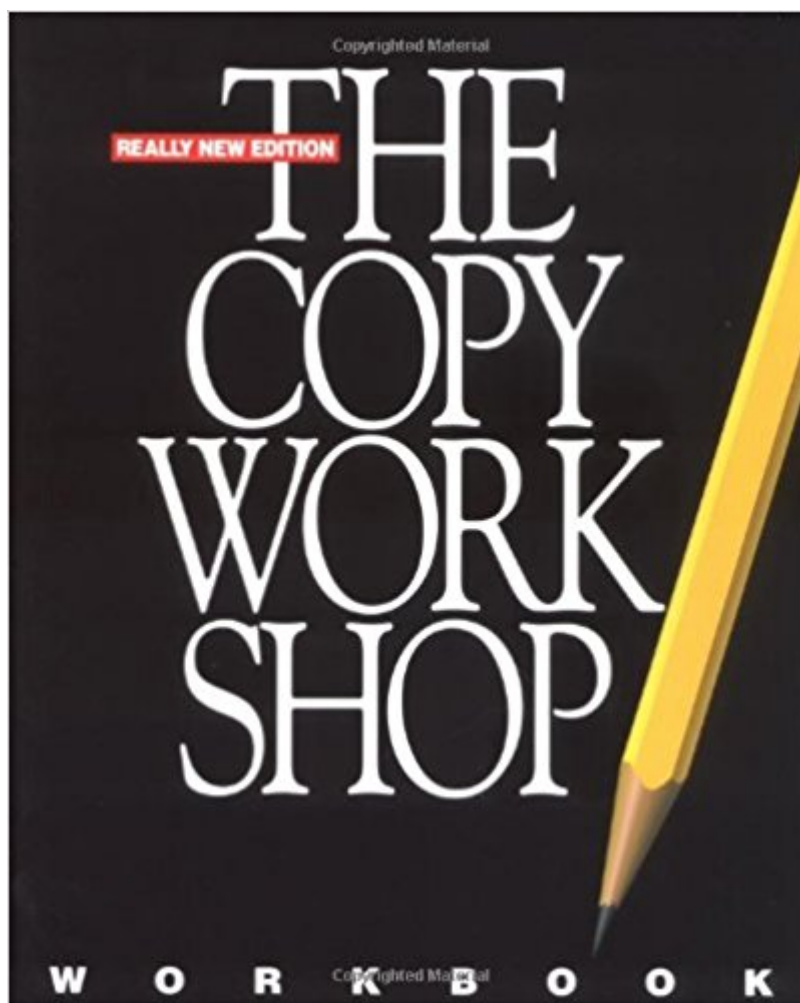


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The Copy Workshop Workbook 2002



Synopsis

Book by Bendinger, Bruce

Book Information

Paperback: 446 pages

Publisher: Copy Workshop; 3 edition (March 2002)

Language: English

ISBN-10: 1887229124

ISBN-13: 978-1887229128

Product Dimensions: 1 x 7.2 x 9 inches

Shipping Weight: 2 pounds

Average Customer Review: 4.6 out of 5 stars [See all reviews](#) (18 customer reviews)

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Customer Reviews

I originally gave this book 5 stars because I thought the numerous examples of ads, combined with helpful tips, was a winning combination. Upon further review, the ruling on the field is overturned, and I'm downgrading this book to 3 stars. The first problem: the book is written in a choppy, telegraphic style. I'm sure that was a boffo concept for a one-page ad in the 70s. But after a hundred pages of it, this monotonous patter of sentence fragments becomes annoying. After four hundred pages, you want to insert spikes in your eyes to make it stop. On top of that, the book is set in 14-point Times Roman -- perhaps just right for sight-impaired elderly readers who need a Large Type edition, but way too large for comfortable normal reading. Again, it appears that this layout was borrowed from the predominant style of print ads that ran in the 70s. The book is littered with numerous layout gaffes that are the result of plain old laziness. Text that didn't fit on a page was simply sliced off rather than refit. Inexcusably amateurish. And sometimes the author comes across as, well, clueless. I mean, have you ever heard Eveready's Energizer Bunny referred to as The Pink Bunny?? Me neither. But the author inexplicably insists on calling Energizer's mascot The Pink Bunny -- even while displaying an example Energizer ad that clearly says "Energizer Bunny" in its headline. That's just not paying attention, and after a few clunkers like these, you begin to seriously doubt the author's credibility. This book's publication date says 2002, but you won't see anything about Internet marketing here, aside from a really brief mention in the foreword.

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