



Fundamentals of Writing for Marketing and Public Relations: A Step-by-Step Guide for Quick and Effective Results

Janet Mizrahi

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This book contains the basic elements necessary for an individual with little marketing or public relations experience to write promotional materials including the news release, newsletter, brochure, web copy, and blog. Students studying business, marketing, public relations or communication as well as small business owners and entrepreneurs will find this easy-to-use, practical guide vital to their efforts to promote and inform various publics about their organization. Written by two seasoned professionals, A Guide to Writing Marketing and Public Relations Materials provides an overview of marketing writing style as well as step-by-step guides to the most commonly used marketing and PR genres that will make even the most timid writers confident that they have represented their organization's message in a concise, coherent and professional manner.

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