

Net Words: Creating High-impact Online Copy - Nick Osborne

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In Net Words, emarketing guru Nick Osborne introduces you to a revolutionary copy-centered approach to online marketing. He explains what works and what doesn't and shows you how to create copy for websites, enewsletters, and email campaigns guaranteed to: attract customers and hold their attention differentiate your business from its competitors online dramatically increase sales from your site build customer loyalty breathe new life into your customer services Net Words offers corporate decision makers an inexpensive, proven, low-tech cure for their ecommerce blues. It is also a how-to guide for copywriters thinking about taking the leap into online marketing, as well as for Web professionals who want to increase their sites' usability and appeal. Words: build online, business email, ecommerce web, email business, email online, email services, for websites, high impact, high internet, internet marketing online, internet online, life online, marketing email, marketing services, marketing site Author: Osborne, Nick Publisher: McGraw-Hill Illustration: N Language: ENG Title: Net Words: Creating High-Impact Online Copy Pages: 00000 (MicrosoftReader.lit) / 00000 (Encrypted PDF) On Sale: 2003-01-17 SKU-13/ISBN: 9780071380393 Category: Business & Economics : E-Commerce - Internet Marketing Category: Business & Economics : Marketing - Multilevel

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