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In 1995, the D&AD published a book on the art of writing for advertising. Though now outdated, the best-selling book remains an important reference work today—a bible for creative directors. D&AD and TASCHEN have joined forces to bring you an updated and redesigned edition of the publication, including works from the last 15 years. Regarded as the most challenging field in advertising, copywriting is usually left to the most talented professionals—often agency leaders or owners themselves. The book features a work selection and essays by 48 leading professionals in the world, including copywriting superstars such as David Abbott, Lionel Hunt, Steve Hayden, Dan Wieden, Neil French, Mike Lescarbeau, Adrian Holmes, and Barbara Nokes. Looking for the clues to well-written, effective, and compelling stories that make great advertising? Look no further.

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Editorial Review

About the Author

Author:

The annual **D&AD Awards** – the industry's biggest and best – reward outstanding creativity, originality, technical excellence and innovation in design and advertising. D&AD is a nonprofit educational charity that was launched in 1962 by a group of London-based designers and art directors, with iconic and legendary professionals on both its judging panels and winners lists. By celebrating creative communication and rewarding its practitioners, D&AD raises standards across the industry.

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Thomas Garrett:

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