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writing ads. 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 Though now outdated, the best-selling book remains an important reference work today—a bible for creative directors.

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Earlier this year, D&AD and Taschen published a new version of The Copy Book and I ' m honoured to be in it. The original version came out in 1995 and became something of a rarity, with copies exchanging hands for crazy money on eBay. It included 32 advertising copywriters, each o

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The truth is, there is no single book that can offer an all in

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one resource. Copywriting has so many components and it depends on what the project is. Who the audience is. What style is required. I've been writing copy for companies for a decade, ...

~~What distinguishes D&AD's The Copy Book from other ...~~

About. D&AD is an education charity that promotes excellence in design and advertising. Each year, the D&AD Awards gather the world's best creative work from across the commercial design, advertising, production and craft disciplines to be judged by more than 260 global creative leaders, practitioners and innovators.

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