

# On Message: Precision Communication For The Digital Age - Theo Theobald

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Gone are the days of the traditional sales letter. Engaging with global audiences in an increasingly competitive world means that what you say has to be incisive, relevant and delivered in a way that can't be ignored. On Message provides expert guidance to help you keep up with the demands of the newest of new media, build a community and compete with big players. Packed with examples and practical help, it includes: templates; simple formulae for better messaging; practise exercises; review techniques; tips on flexing your writing muscles, and strategies to develop hard-hitting communication. Examining how to capture more followers who listen for longer and more intently, On Message will teach you how to develop your voice, segment your audience for more effective messaging, edit existing copy and engage with new and emerging markets. Author: Theobald, Theo Publisher: Kogan Page Illustration: N Language: ENG Title: On Message: Precision Communication for the Digital Age Pages: 00200 (Encrypted EPUB) / 00200 (Encrypted PDF) On Sale: 2013-01-03 SKU-13/ISBN: 9780749464875 Category: Business & Economics : E-Commerce - Internet Marketing Category: Business & Economics : Business Communication - General Category: Business & Economics : Marketing - General

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