

## NON-FICTION

### 8. Non-fiction – Advertising

#### **1001 ADVERTISING TIPS by Luc Dupont**

This best-seller is addressed to business persons, entrepreneurs, advertising directors, designers, and copywriters. The book deals with the mechanisms of persuasion in advertising. For greater readability, texts are accompanied by advertising images and boxes containing additional information on advertising and marketing.

*1001 Advertising Tips* is a step-by-step guide to create advertising that sells. Using dozens of examples of advertising campaigns and marketing strategies, it offers readers the insight, tools and techniques needed to market any product or service. The principles laid out in this book are based on research and on the experience of hundreds of experts in Canada and the U.S.A.

**RIGHTS SOLD: Chinese complex, Chinese simplified, English (India), Korean, Russian, Spanish world**

- Transcontinental, 2006
- 341 pages, 18 X 23 cm
- \$36,95 Paperback
- Over 40 000 copies sold

