



More Words That Sell: A Thesaurus to Help You Promote Your Products, Services and Ideas

By Rick Bayan

McGraw-Hill Education - Europe. Paperback. Book Condition: new. BRAND NEW, More Words That Sell: A Thesaurus to Help You Promote Your Products, Services and Ideas, Rick Bayan, More than 3,500 words, phrases, and slogans guaranteed to hit your target with power and precision - every time! In today's highly competitive, quick-hitting marketplace, choosing the correct words is vital to the success of your message - far too vital to be left to chance! "More Words That Sell" provides you with more than 3,500 high-powered, high-profit words, phrases, and slogans that have proven their ability to hold readers' attention as you deliver your message and to persuade them to respond. Taking up where the bestselling "Words That Sell" left off, "More Words That Sell" supplies you with all-new tools for fine-tuning your copy and hitting the hot buttons of your target audience. Nearly thirty alphabetically arranged, special-purpose categories help you quickly locate exactly the words you need to: make readers feel your message instead of just read it; add muscle to your copy by using powerful verbs and adjectives; find the right words and phrases for niche markets; boost results by using words that appeal to basic human needs; invite interaction from...



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This publication may be really worth a go through, and a lot better than other. It really is written in simple terms and never difficult to understand. Once you begin to read the book, it is extremely difficult to leave it before concluding.
 -- Natalie Abbott

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 -- Rene Olson

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