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Il copywriting, ovvero l'arte di scrivere testi persuasivi per vendere, è un aspetto fondamentale del marketing, e non solo sul web. Saper scegliere le giuste parole fa veramente la differenza in termini di fatturato e vendite. Il bravo copywriter sa confezionare il migliore messaggio per superare le barriere psicologiche del lettore/ascoltatore e suscitare in lui emozioni tali da creare un bisogno reale verso il prodotto o il servizio proposto dal messaggio stesso. Approccio esperienziale e innovativo al copywriting classico è il Copywriting Quantistico, tecnica basata sui "quanti di informazioni" (il minimo numero di parole per comporre il migliore messaggio possibile) e sui "quanti di attenzione" (il tempo minimo che una persona riesce a concederti prima di distrarsi). Grazie al libro Copywriting Quantistico, sarai in grado di acquisire velocemente la più efficace strategia di copywriting per la composizione di testi seducenti e persuasivi allo scopo di "convertire" in clienti il maggior numero di persone.

Writing copy is often assumed to be a natural talent. However, there are simple techniques you can employ to craft strong written content with ease. This new, expanded edition teaches the art of writing great copy for digital media, branding, advertising, direct marketing, retailing, catalogues, company magazines and internal communications. Using a series of exercises and up-to-date illustrated examples of award-winning campaigns and communication, Copywriting, Second Edition takes you through step-by-step processes that can help you to write content quickly and effectively. Including insightful interviews from leading copywriters, as well as illustrated case studies of major brands that explore the challenges involved in creating cutting-edge copy, this book will provide you with all the tools you need to become a confident and versatile creative copywriter.

With over 1 million copies sold worldwide and translated into 29 languages, Dr. Alex Loyd's international bestselling book is a life-changing program that uses energy medicine to heal mental and physical challenges. The Healing Code is your healing kit for life-to recover from the issues you know about, and repair the ones you don't. The book also includes: The Seven Secrets of life, health, and prosperity The 10-second Instant Impact technique for defusing daily stress The Heart Issues Finder, the only test that identifies your source issues in a succinct personalized report Dr. Alex Loyd discovered how to activate a physical function built into the body that consistently and predictably removes the source of 95% of all illness and disease. His findings were validated by tests and by the thousands of

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people from all over the world who have used The Healing Code's system to heal virtually any physical, emotional, or relational issue. His testing also revealed that there is a "Universal Healing Code" that will heal most issues for most people. In this book you will get that Universal Healing Code, which takes only minutes to do.

An edition expanded with more than 100 pages of new content offers a blueprint for a better life, whether one's dream is escaping the rat race, experiencing high-end world travel, earning a monthly five-figure income with zero management or just living more and working less.

Meet the seven samurai of metaphor in this provocative follow-up to *How Customers Think*. Jerry and Lindsay Zaltman explain how and why we use deep metaphors, which the authors define as any form of non-literal representation so deeply embedded in a person's thought processes that the person is unconscious of using it. Focusing on the seven metaphors - balance, connection, container, control, journey, resource, and transformation--the Zaltmans show how deep metaphors unconsciously pervade and shape our lives. If we recognise them and understand their power over us, we can use them more purposefully to improve the quality of customer relationships and market research and to challenge such pervasive business practices as market segmentation. Most important, deep metaphors can help prompt deeper thinking about key issues in business, where much thought is usually shallow, transient, and insight-free. To demonstrate the possibilities, the Zaltmans use an array of everyday stories from their research. The authors also share images collected through, or created by consumers during, their research to reveal insights better expressed through pictures than words.

This book addresses the common problem of proportionally unequal abilities between a drummer's dominant and weaker muscle sets in drumming technique. The strategic exercises are designed to develop the under-used muscles to cultivate a more balanced ability for controlled movement and a fluid and consistent sound. Organized for gradual strengthening through daily practice, the exercises can be used for both hands and feet.

A groundbreaking work that reveals how Marlon Brando shaped his legacy in art and life. When people think about Marlon Brando, they think of the movie star, the hunk, the scandals. In *Brando's Smile*, Susan L. Mizruchi reveals the Brando others have missed: the man who collected four thousand books; the man who rewrote scripts, trimming his lines to make them sharper; the man who consciously used his body

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and employed the objects around him to create believable characters; the man who loved Emily Dickinson's poetry. To write this biography, Mizruchi gained unprecedented access to a vast number of annotated books from Brando's library, hand-edited copies of screenplays, private letters, and recorded interviews that have never before been quoted in a biography. Original interviews with some of the still-living players from Brando's life, including Ellen Adler, his one-time girlfriend and the daughter of his acting teacher Stella Adler, provide even deeper insight into the complex person whose intelligence belied the high-school dropout. Mizruchi shows how Brando's embrace of foreign cultures and social outsiders led to his brilliant performances in unusual roles—a gay man, an Asian, a German soldier—to test himself and to foster empathy on a global scale. We also meet the political Brando: the civil rights activist, the close friend of James Baldwin, the actor who declined his Oscar to support Indian rights. More than seventy stunning—and many rare—photographs of Marlon Brando illuminate this portrait of the man who has left an astounding cultural legacy.

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