

The Adweek Copywriting Handbook

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Joseph Sugarman is a legendary copywriter who started a mail-order business, JS&A Group, through the power of his pen. He's also the author of The Adweek Copywriting Handbook. Here's a sampling of the marketing successes he's known for: He once offered \$10 off for every spelling error found in his copy, which purposefully included errors.

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