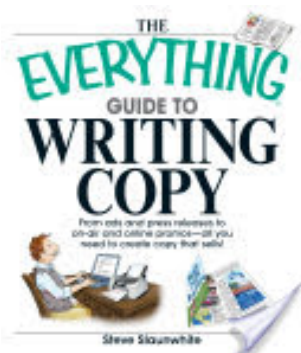


# The Everything Guide To Writing Copy : From Ads And Press Release To On-Air And Online Promos--All You Need To Create Copy That Sells

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