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A MASTER CLASS IN PERSUASIVE
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The Copywriter's Handbook

A Step-by-Step Guide to
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Robert W. Bly

4th EDITION



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The Words You Should Know to Sound Smart Robert W Bly, 2009-04-18 ADULT LITERACY GUIDES HANDBOOKS This is a tongue in cheek guide to words that any smart well educated pretentious person should be able to drop into cocktail conversation The reader is encouraged to toss off words such as Disestablishmentarianism descant and autodidactic proving if not the value of a good education at least the appearance of a good education Each word is accompanied by a pronunciation guide and a sentence illustrating its use Some of the sentences are made up while others are well known quotations

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