

Read Me By Gyles Lingwood

By Gyles Lingwood

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Abstract. Roger Horberry and Gyles Lingwood, the authors of forthcoming copywriting bible, 'Read Me', detail four steps to reach copy nirvana.

Review "Now we have Read Me: Ten Lessons for Writing Great Copy, also by Roger Horberry, this time in partnership with University of Lincoln Lecturer Gyles Lingwood.

Read Me by Roger Horberry; Gyles Lingwood. If you've ever struggled to craft a powerful message that really hits the spot, you'll know it's harder than it looks.

Abstract: If you've ever struggled to craft a powerful message that really hits the spot, you'll know it's harder than it looks. Wouldn't it be helpful to have an

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About Gyles Lingwood. Gyles Lingwood is Acting Deputy Head of School of the Lincoln School of Architecture and Design, where he leads the Design subject area and

Gyles Lingwood, University of Lincoln, School of Architecture & Design, College of Arts, Faculty Member. Studies Advertising, Branding, and Creative Problem Solving.

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FAQ sheet for University of Lincoln's BA (Hons) Creative Advertising programme

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Gyles Lingwood is Deputy Head of School of the School of Architecture & Design at the University of Lincoln. Gyles' creative work in the advertising and design