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Mark Shaw has been a copywriter for 20 years, starting out as an advertising agency writer before freelancing for marketing departments. In 1995, he incorporated graphic design into his business, creating Jupiter Design, one of the UK's top 25 design agencies.

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He regularly lectures on copywriting, messaging and branding, and writes a weekly creative industries column for the Nottingham Post. Copywriting: Successful Writing for Design, Advertising and Marketing, second edition - Table of Contents

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