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# The Magic And Craft Of Media Writing



## Synopsis

Learn how to write for the mass media, both print and on-line, by blending the magic of artistry and creativity with the craft of attention to detail and technique. Specific examples help professional and aspiring writers, businesspeople, and media professionals to conceive, organize, and write compelling and informative material.

## Book Information

Paperback: 320 pages

Publisher: NTC/Contemporary Publishing Company (May 2000)

Language: English

ISBN-10: 0658008749

ISBN-13: 978-0658008740

Product Dimensions: 9 x 6.1 x 0.7 inches

Shipping Weight: 1 pounds

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