



# Can I Change Your Mind?: The Craft and Art of Persuasive Writing

*Lindsay Camp*

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These days, we all need the ability to **argue a case effectively** in writing. Drawing on his long experience as a leading copywriter, Lindsay Camp shows how it's done-whether the 'end product' is a **glossy magazine ad**, a **new business proposal**, a **page for the company website**, or just a **hasty email to your boss**.

Engaging, entertaining and-as you'd expect-highly persuasive, *Can I Change Your Mind?* will change the way you think about the words you use for ever.

'This is a cunning, masterly and hugely readable book. You'll learn at least as much from how he writes as from what he writes about-and that's saying a great deal.' *Jeremy Bullmore* (columnist for Campaign, Management Today and The Guardian)

'I hope it's read by every marketing manager, sales director, customer relations officer and chief executive in the land.' *Jeremy Bullmore*

'A masterpiece in persuasive writing.' *Management Today*, (September 2007)

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