

Michael A. Stelzner's

WRITING WHITE PAPERS



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Praise for *Writing White Papers*

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"What a fantastic resource! This is the definitive guide to intelligent lead generation using white papers."

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"Michael Stelzner's *Writing White Papers* is a terrific guide for everyone, including the pro who writes and markets with white papers. The chapter on creating a compelling title by itself is worth the price of the book!"

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"Because it is packed full with practical, step-by-step instructions, this book is a valuable tool for every marketer. *Writing White Papers* should definitely be an ongoing resource for marketers and a must-have for their bookshelves!"

Heather Foster, Director of Marketing, KnowledgeStorm

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"Comprehensive in scope, flawless in execution, and filling a void in the marketplace, *Writing White Papers* is a 'must have' for people who generate leads for themselves or their clients."

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"*Writing White Papers* presents a cogent argument for and coherent approach to producing white papers to generate the most elusive of critters, the qualified lead."

Mark Amtower, Amtower & Company, GovernmentMarketingBestPractices.com

"Michael Stelzner's new book provides a road map that every white paper producer should follow."

Barry Harrigan, Founder, Ziff Davis Web Buyer's Guide & White Paper Library

"Michael Stelzner's book gives readers a double dose of helpful information: research to show how important white papers can be, and advice based on his extensive experience. Students will benefit from Stelzner's step-by-step approach."

Russell Willerton, Ph.D., Technical Communication Program, Boise State University

"Stelzner's book offers a compelling case for the essential place of white papers in thought leadership, decision-making and policy-setting. *Writing White Papers* can serve both as a sourcebook for writers in marketing, industry and government and as a textbook that adds to the repertoire of instructors and students of writing. A necessary and timely book."

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"This book is sure to become the standard reference in its field."

Gordon Graham, Copywriting Expert, ThatWhitePaperGuy.com

"A complete and in-depth guide to writing white papers, the documents that are vital to successful marketing of technology and other business products."

Janice King, Author, *Copywriting That Sells High Tech*

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