

MISE EN SITUATION

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SITUATION:

You work for a big UK retailer who would like to reduce waste and give more people the ability to get and read books. They have decided to start a partnership with **webuybooks.co.uk**, who are happy to get more visibility. You are asked to write a newsletter promoting the benefits of this new partnership.

How would you make the newsletter attractive and efficient?

Use the following elements:

- identification of your target
- the benefits of recycling books
- how the project works (in store, online, using an app, etc.)

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