



Scientific Advertising (Paperback)

By Claude C Hopkins

WWW.Snowballpublishing.com, United States, 2012. Paperback. Condition: New. Language: English. Brand new Book. Claude Hopkins, the father of modern advertising techniques, believed that "Advertising is salesmanship," and as such it should be measurable and justify the results that it produced. In Scientific Advertising, he explains precisely how to do that, and the principles he discovered and documented are as true today as when they were first written. This business classic covers mail-order marketing, headlines, psychology, strategy, budgeting, and more advanced subjects like negative advertising and how to test an advertising campaign. Whatever advertising medium you use, from print to the Internet, the fundamental principles of Scientific Advertising are universal and timeless.



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