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SCIENTIFIC ADVERTISING (PAPERBACK)



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...

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- Authored by Claude C Hopkins
- Released at 2012



Filesize: 1.63 MB

Reviews

Good e book and useful one. I have got read and that i am confident that i will likely to go through once more again later on. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- **Angela Blick**

An exceptional publication and also the typeface utilized was fascinating to learn. Better then never, though i am quite late in start reading this one. You will not really feel monotony at at any time of your time (that's what catalogs are for concerning if you ask me).

-- **Thea Lind**

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