



Scientific Advertising: 1923 Library of Congress Facsimile Edition (Paperback)

By Claude Hopkins

Independently Published, United States, 2019. Paperback. Condition: New. Language: English. Brand new Book. With this edition of Claude Hopkins' classic 1923 book Scientific Advertising, you can rest assured that it is error-free. This print edition contains the complete and unabridged text from the original 1923 Library of Congress publication of Claude Hopkins' classic book Scientific Advertising. Each word of the 1923 Library of Congress edition has been compared with each word of this text to eliminate errors. Any remaining discrepancies are explained in footnotes. Many of the greatest direct marketers and advertisers recommend this book from David Ogilvy to Jay Abraham. This book is the precursor to the modern phenomenon in advertising of Big Data, which is merely the conclusion one reaches in a digital age after thoroughly understanding this groundbreaking book. Scientific Advertising contains many principles that are common in all performance-based marketing today, such as the idea of testing and measuring ad effectiveness, writing to one person, understanding and using psychology, basing advertising on sales, eliminating risk, learning what the thousands want to understand what the millions will buy. It is indeed impossible to say one understands advertising without having a thorough grasp on the material in this book.



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