

My Life In Advertising And Scientific Claude C Hopkins

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My Life in Advertising and Scientific Advertising: Hopkins ...

"My Life in Advertising" is an autobiography detailing the life of advertising genius Claude C. Hopkins (author of the business classic "Scientific Advertising"). This book is not written as a personal history, but as a business story. The chief object behind every chapter is to offer helpful suggestions to those who will follow his advice.

My Life in Advertising - amazon.com

My Life in Advertising by Claude Hopkins offers a series of anecdotes by the author presenting his successes and failures in advertising. Since the book features insights in the author's life rather than mundane lists of suggestions, My Life in Advertising is far more interesting than other books on similar topics.

My Life in Advertising by Claude C. Hopkins - Goodreads

more advertising men, more business men, than anything else I know. That fact will be emphasized again and again in this book. I stress it here in tribute to the source of my prudence. "Safety first" has been my guiding star. A Scotch mother is the greatest asset a boy can have who desires a career in advertising.

My Life in Advertising - Wally Conger

He published My Life in Advertising in 1927. This is an autobiographical account of his start in business through his successes and failures in advertising. I gotta tell you, there is very little in this book which isn't valuable. Hopkins was a big advocate of writing a lot of sales copy, like I mentioned.

My Life in Advertising: Chapter 1 - Persuasion Reading List

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My life in advertising, (Book, 1927) [WorldCat.org]

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My Life in Advertising Claude C. Hopkins Snippet view - 1927. ... Money represents life and work. It is highly respected. To most people, spending money in one direction means skimping in another. So money-spending usually has a serious purpose. People want full value. They want something worth more to them than the same amount spent in other ...

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My Life in Advertising - Claude C. Hopkins: Chapter 1a - Early Influences

My life in advertising. by Hopkins, Claude C., 1866-1932. [from old catalog] Publication date 1927. Topics Hopkins, Claude C., 1866-1932, Advertising personnel. Publisher New York, London, Harper & brothers. Collection americana. Digitizing sponsor Google. Book from the collections of University of California.

My life in advertising : Hopkins, Claude C., 1866-1932 ...

My Life in Advertising and Scientific Advertising are great reads for anyone who wants to be persuasive online. This is the first book someone should read if you want to be a copywriter. Copywriting, according to Claude Hopkins, is salesmanship in print.

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