



Scientific Advertising

By Claude Hopkins

Merchant Books, United States, 2014. Paperback. Book Condition: New. 224 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****.This Edition Includes: How Advertising Laws Are Established - Just Salesmanship - Offer Service - Mail Order Advertising - What It Teaches - Headlines - Psychology - Being Specific - Tell Your Full Story - Art in Advertising - Things Too Costly - Information - Strategy - Use of Samples - Getting Distribution - Test Campaigns - Leaning On Dealers - Individuality - Negative Advertising - Letter Writing - A Name That Helps - Good Business.



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