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Illustrated



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Claude C Hopkins Scientific Advertising

Claude Hopkins



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Scientific advertising Claude C. Hopkins, 2022-09-06 The time has come when advertising has in some hands reached the status of a science It is based on fixed principles and is reasonably exact The causes and effects have been analyzed until they are well understood The correct methods of procedure have been proved and established We know what is most effective and we act on basic laws Advertising once a gamble has thus become under able direction one of the safest business ventures Certainly no other enterprise with comparable possibilities need involve so little risk Therefore this book deals not with theories and opinions but with well proved principles and facts It is written as a text book for students and a safe guide for advertisers Every statement has been weighed The book is confined to established fundamentals If we enter any realms of uncertainty we shall carefully denote them The present status of advertising is due to many reasons Much national advertising has long been handled by large organizations known as advertising agencies Some of these agencies in their hundreds of campaigns have tested and compared the thousands of plans and ideas The results have been watched and recorded so no lessons have been lost Such agencies employ a high grade of talent None but able and experienced men can meet the requirements in national advertising Working in cooperation learning from each other and from each new undertaking some of these men develop into masters Individuals may come and go but they leave their records and ideas behind them These become a part of the organization s equipment and a guide to all who follow Thus in the course of decades such agencies become storehouses of advertising experiences proved principles and methods The larger agencies also come into intimate contact with experts in every department of business Their clients are usually dominating concerns So they see the results of countless methods and policies They become a clearing house for everything pertaining to merchandising Nearly every selling question which arises in business is accurately answered by many experiences Under these conditions where they long exist advertising and merchandising become exact sciences Every course is charted The compass of accurate knowledge directs the shortest safest cheapest course to any destination We learn the principles and prove them by repeated tests This is done through keyed advertising by traced returns largely by the use of coupons We compare one way with many others backward and forward and record the results When one method invariably proves best that method becomes a fixed principle

Claude C. Hopkins' Scientific Advertising With My Life in Advertising

Robert C. Worstell, Claude C. Hopkins, 2020-05-25 Scientific Advertising is still regarded as one of the all time great classics in advertising This book was originally written in 1923 and is considered by many to be the greatest book on advertising ever written Test marketing copy research coupon sampling market research and many more of the standard marketing techniques businesses are currently using can all be traced back to the original version of this book Jay Abraham highly regarded as one of the greatest marketing consultants of the 20th century says that he has read the original Scientific Advertising by Claude Hopkins over 50 times and has learned something new every time he has read from it As you read and

apply this realize that the growth of your business can no longer be a hit and miss operation where you could be digging just feet or inches away from striking the mother lode in your industry but still be painfully unaware it s there You can turn your business marketing into step by step Scientific growth of where you will know exactly what works for your business promotion and what doesn t work Claude C Hopkins 1866 1932 was one of the great advertising pioneers He believed advertising existed only to sell something and should be measured and justified by the results it produced To track the results of his advertising he used key coded coupons and then tested headlines offers and propositions against one another He used the analysis of these measurements to continually improve his ad results driving responses and the cost effectiveness of his clients advertising spend His classic book Scientific Advertising was published in 1923 following his retirement from Lord Thomas where he finished his career as president and chairman This book was followed in 1927 by his autobiographical work My Life in Advertising From the First Great Copywriter The time has come when advertising has in some hands reached the status of a science It is based on fixed principles and is reasonably exact The causes and effects have been analyzed until they are well understood The correct method of procedure have been proved and established We know what is most effective and we act on basic law Advertising once a gamble has thus become under able direction one of the safest business ventures Certainly no other enterprise with comparable possibilities need involve so little risk Therefore this book deals not with theories and opinions but with well proved principles and facts The book is confined to establish fundamentals Under these conditions where they long exist advertising and merchandising become exact sciences Every course is charted The compass of accurate knowledge directs the shortest safest cheapest course to any destination We hope that this book will throw some new lights on the subject Claude C Hopkins This classic is still in daily use by top entrepreneurs and corporations Timeless trustworthy classic Learn what you need to know to get a leap on your fellow advertising and marketing creators By studying what everyone else should know and may This collection containing Scientific Advertising My Life in Advertising along with A Common Sense Approach to Marketing Get Your Copy Now

Scientific Advertising - Masters of Marketing Secrets: From the First Great Copywriter Dr. Robert C. Worstell, Claude C. Hopkins, 2014-05-29 This book is not written as a personal history but as a business story I have tried to avoid trivialities and to confine myself to matters of instructive interest The chief object behind every episode is to offer helpful suggestions to those who will follow me And to save them some of the midnight groping which I did My only claim for credit is that I have probably worked twice as long as anybody else in this field I have lived for many years in a vortex of advertising Naturally I learned more from experience than those who had a lesser chance Now I want that experience so far as possible to help others avoid the same difficult climb Every pioneer should blaze his trail That is all I have tried to do I set down these findings solely for the purpose of aiding others to start far up the heights I scaled Then with the efforts I here describe I hope you can now attain some peaks in advertising beyond any of us to date Claude C Hopkins **My Life in Advertising and**

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Kennedy, Albert D. Lasker, 2014-07-31 All effective modern marketing can be traced to three authors in one time period If you study the best of the best marketers out there and then study who they studied you can eventually find the real basics which make all marketing work Really work That is how these books were uncovered While each separately tells pieces of the puzzle together they tell the evolution of advertising as it exists today All the advances made by others since can be directly traced to the breakthroughs made during this time These five books each tell their own piece to the puzzle Albert Lasker gave the narrative telling where he first met John E Kennedy and Claude Hopkins When you read those copywriters works in turn the lights come on You ll see where all the new modern breakthroughs have come from and why they get results All the secrets hidden in plain sight Just in need of a bit of dusting off Get Your Copy Today

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