



Scientific Advertising Complete and Unabridged

By Claude C. Hopkins

Wilder Publications. Paperback. Book Condition: New. Paperback. 70 pages. Dimensions: 8.8in. x 5.8in. x 0.3in. 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. 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 establish fundamentals. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.



READ ONLINE
[5.03 MB]

Reviews

This publication might be well worth a read through, and much better than other. It is amongst the most incredible book i actually have read through. I am delighted to tell you that here is the finest book i actually have read through inside my own life and could be he best ebook for possibly.

-- **Aracely Hickie**

This is an remarkable publication that I have ever read. Indeed, it is actually engage in, nevertheless an interesting and amazing literature. I am just happy to inform you that this is the best publication i have got go through during my personal lifestyle and may be he finest ebook for actually.

-- **Toby Baumbach**