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The purpose of this book is to tell you how to write advertising that produces immediate sales for your product or service. In its pages you will find: Twenty-nine ways to get attention How to discover the most effective sales appeal for your product How to write an interest-arousing first paragraph How to create desire How to put enthusiasm into advertising copy Twenty ways to increase selling power Thirty-two ways to get inquiries How to get sales that are profitable and plentiful It contains these and many other time-tested methods plus the latest discoveries for getting ACTION Briefly stated, this book sums up the results of millions of dollars spent in testing the sales effectiveness of hundreds of different kinds of ads, plus the authors forty-nine years of experience in writing and researching advertising for Du Pont, General Electric, U.S. Steel, Lever Brothers, Johnson & Johnson, Rexall, United Fruit, Hormel, Phoenix Mutual Insurance, Liberty Mutual Insurance, Readers Digest, The Wall Street Journal, the U.S. Navy and others. Ask the publishers to restore access to 500,000+ books. Main Tested Advertising Methods B&W (4th... John Caples, David Ogilvy How much do you like this book? Whats the quality of the file? Download the book for quality assessment Whats the quality of the downloaded files? english, 2015 pdf, 52.24 MB The file will be sent to your email address. It may take up to 1-5 minutes before you receive it. Conversion to is in progress You may be interested in Skip to main content Skip to main search results Condition: Very Good. 4. Very Good; Softcover; 4th Edition; Covers are still glossy; Unblemished textblock edges; The endpapers and text pages are all clean and unmarked; Tight binding; This book will be shipped in a sturdy cardboard box with foam padding; Medium Format (8.5" x 9.75" tall); 0.8 lbs; White covers with title in red lettering; 1980; Prentice Hall Publishing; 318 pages; "Tested Advertising Methods," by John Caples; Paperback. Condition: Good. No Jacket. Shelf and handling wear to cover and binding, with general signs of previous use. This is a hardcover edition. Boards betray fading and nicks and other signs of wear and imperfection commensurate with age. Binding is tight and structurally sound. Pages foxed, but without any extraneous marks. New mylar added to ensure future enjoyment. Secure packaging for safe delivery. 1.01. 100%(6)100% found this document useful (6 votes)4K views Save Save John Caples, Fred E. Hahn - Tested Advertising Met... For Later 100%100% found this document useful. undefined Ask the publishers to restore access to 500,000+ books. Ask the publishers to restore access to 500,000+ books. All download options have the same file, and should be safe to use. That said, always be cautious when downloading files from the internet, especially from sites external to Annas Archive. For example, be sure to keep your devices updated. Help out the community by reporting the quality of this file! 0) A file MD5 is a hash that gets computed from the file contents, and is reasonably unique based on that content. All shadow libraries that we have indexed on here primarily use MD5s to identify files. A file might appear in multiple shadow libraries. For information about the various datasets that we have compiled, see the Datasets page. For information about this particular file, check out its JSON file. Live/debug JSON version. Live/debug page. Reddit and its partners use cookies and similar technologies to provide you with a better experience. By accepting all cookies, you agree to our use of cookies to deliver and maintain our services and site, improve the quality of Reddit, personalize Reddit content and advertising, and measure the effectiveness of advertising. By rejecting non-essential cookies, Reddit may still use certain cookies to ensure the proper functionality of our platform. For more information, please see our Cookie Notice and our Privacy Policy.

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