Google Drive



My Life in Advertising

Claude C. Hopkins



Click here if your download doesn"t start automatically

My Life in Advertising

Claude C. Hopkins

My Life in Advertising Claude C. Hopkins

This historic book may have numerous typos and missing text. Purchasers can usually download a free scanned copy of the original book (without typos) from the publisher. Not indexed. Not illustrated. 1917 edition. Excerpt: ... Chapter Seventeen SCIENTIFIC ADVERTISING THROUGH a book I wrote my name has become connected with "Scientific Advertising." That is, advertising based on fixed principles and done according to fundamental laws. I learned those principles through thirty-six years of traced advertising. Through conducting campaigns on some hundreds of different lines. Through comparing on some lines, by keyed returns, thousands of pieces of copy. Always, since I sent out my first thousand letters to the time when \$5,000,000 yearly was being spent on my copy, I have had to face records on cost and result. So I have naturally proved out many fundamentals which should always be applied. I have little respect for most theories of advertising, because they have not been proved. They are based on limited experiences, on exceptional conditions. Some lines seem to succeed on methods of advertising which every traced return proves impossible. The reasons for success have little to do with the advertising. The line may have succeeded in spite of the advertising. Many unadvertised lines become highly successful, because of some wanted quality which people soon discover. Or because dealers are in some way induced to feature it. Or because of a name which in itself tells an appealing story. Cream of Wheat is an example. The name alone tells the story. So with Spearmint Gum. All successful gums have succeeded through fortunate names. There is almost no story to tell. There are no great distinctions. The very men who succeeded with one name failed again, and again with others. Any conclusions drawn from such experiences are bound to lead others astray. The cases where they apply are rare. Safe principles are evolved only by those who know with reasonable exactness what ...

<u>Download</u> My Life in Advertising ...pdf

<u>Read Online My Life in Advertising ...pdf</u>

From reader reviews:

Jeffrey Thompson:

As people who live in typically the modest era should be revise about what going on or information even knowledge to make these keep up with the era that is certainly always change and progress. Some of you maybe may update themselves by looking at books. It is a good choice for yourself but the problems coming to an individual is you don't know what one you should start with. This My Life in Advertising is our recommendation to cause you to keep up with the world. Why, since this book serves what you want and need in this era.

Jaime Leflore:

The experience that you get from My Life in Advertising is the more deep you digging the information that hide inside words the more you get thinking about reading it. It doesn't mean that this book is hard to be aware of but My Life in Advertising giving you thrill feeling of reading. The copy writer conveys their point in selected way that can be understood simply by anyone who read this because the author of this publication is well-known enough. This kind of book also makes your own vocabulary increase well. It is therefore easy to understand then can go along with you, both in printed or e-book style are available. We recommend you for having this specific My Life in Advertising instantly.

Linda Fite:

The publication with title My Life in Advertising has lot of information that you can understand it. You can get a lot of benefit after read this book. This specific book exist new know-how the information that exist in this reserve represented the condition of the world right now. That is important to yo7u to be aware of how the improvement of the world. This particular book will bring you with new era of the globalization. You can read the e-book in your smart phone, so you can read the idea anywhere you want.

Ian Bracy:

Are you kind of occupied person, only have 10 as well as 15 minute in your time to upgrading your mind ability or thinking skill also analytical thinking? Then you are having problem with the book when compared with can satisfy your limited time to read it because all this time you only find e-book that need more time to be examine. My Life in Advertising can be your answer since it can be read by a person who have those short time problems.

Download and Read Online My Life in Advertising Claude C.

Hopkins #C9JEIZDK2PO

Read My Life in Advertising by Claude C. Hopkins for online ebook

My Life in Advertising by Claude C. Hopkins Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read My Life in Advertising by Claude C. Hopkins books to read online.

Online My Life in Advertising by Claude C. Hopkins ebook PDF download

My Life in Advertising by Claude C. Hopkins Doc

My Life in Advertising by Claude C. Hopkins Mobipocket

My Life in Advertising by Claude C. Hopkins EPub