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My Life in Advertising - Wally Conger

Scientific Advertising By Claude Hopkins Compliments of Clix Marketing. 1 Preface ... my life.â€• I agree, and I think you will too â€œ whether youâ€™re writing ads for prime-time television, or squeezing persuasion into a tiny, three-line Google, Yahoo or Microsoft PPC ad.

Scientific Advertising - Your Customer Creation Equation

Scientific Advertising, published by Crown Publishing, New York. In part, he said: â€œNobody, at any level, should be allowed to have ... It changed the course of my life.â€• He went on to say, â€œClaude Hopkins wrote it in 1923. Rosser Reeves, bless him, gave it to me in 1938. Since then, I have given 379 copies to clients and colleagues.

Claude Hopkins Scientific Advertising

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