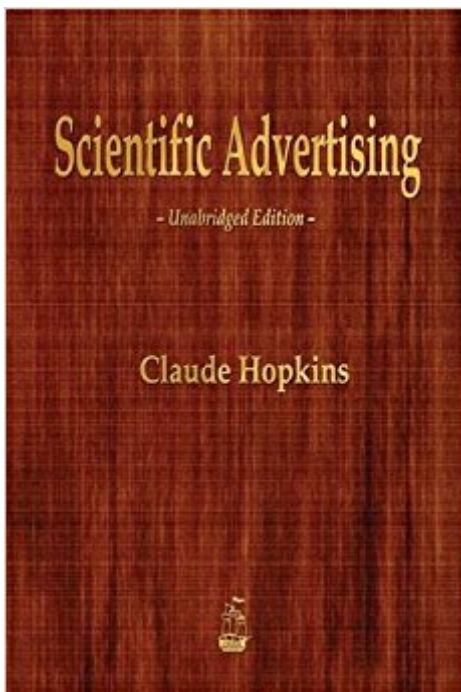


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# Scientific Advertising



## Synopsis

This Edition Includes: How Advertising Laws Are Established - Just Salesmanship - Offer Service - Mail Order Advertising - What It Teaches - Headlines - Psychology - Being Specific - Tell Your Full Story - Art in Advertising - Things Too Costly - Information - Strategy - Use of Samples - Getting Distribution - Test Campaigns - Leaning On Dealers - Individuality - Negative Advertising - Letter Writing - A Name That Helps - Good Business

## Book Information

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## Customer Reviews

Claude C. Hopkins (1866-1932) was one of the greatest copywriters and advertising pioneers of all time. He worked for several well-known companies including Swift & Company, Dr. Shoop's patent medicine Company, Bissell Carpet Sweeper Company and Lord & Thomas Company at which he was paid a salary of \$185,000 a year in 1907. Hopkins believed that advertising is a science and must be treated as such to succeed. He insisted that advertisers need to know well their products and produce a "reason-why" copy for clients. His strategies emphasized that advertising need to be scientifically tested and tracked. He was the pioneer in offering free product samples and in the field of test marketing. Hopkins contributed 2 books for the world of advertising which are still considered classics in the advertising industry. "My life in advertising" in 1917 and "Scientific Advertising" in 1923 are still two of the must read books for any successful advertiser. --This text refers to an out of print or unavailable edition of this title.

I've read this book twice in about 4 days and I am ready to read again. The insight in this book is really great. I always wanted to write copy but didn't know where to turn until I came across Gary Halbert and his recommendations. This book will not teach you how to write ads, instead it provides much more valuable insights. It will teach how to train your brain to write better copy. It will show you how to view advertising differently in a more effective way. If you want knowledge and ways to get better at copywriting then this book is a MUST.

The only flaw I could think of is the slightly archaic wording at times. But the insights are so clear and simple, it's still an easier read than most other business related books. It's more like a bible for entrepreneurs. A much needed reality check against today's ridiculous "industry standards" and advertising scams. (Like "branding", "PR", "exposure" and other nonsense advertising/marketing activities). If you're an entrepreneur or marketer or copywriter, then not having heard of Claude Hopkins is like being an investor and... having never heard of Warren Buffett. (Or, like being a Science fiction expert and not having heard of Star Wars). Embarrassing at best. If you're looking for reliable business partners, ask them if they've read this book. (Be suspicious if they haven't). And ask them what they think. (Be suspicious if they weren't amazed).

Very nice overview of strategy behind writing good copy. Lot's of typos and formatting errors though.

Great read

Incredibly good book for those seeking to understand the basic, yet most powerful concepts of successful advertising. The book, however, takes a bit of patience to read because it's written in a text-book kind of way and the sentence structure is sometimes a bit confusing. It might not be the most organic read you'll have on the topic, but still, a treasure trove of knowledge if you're looking to get into marketing or copywriting.

This book is required reading for anyone in business and a must-annually-re-read for anyone in sales and marketing. It contains great insights into advertising techniques and approaches that make logical sense instead of half-hearted advertising fumbles. (I took off one star for occasional ambiguity.) Overall, I highly recommend reading this book!

This book deserves its permanent place on the reference shelf. I think it should even be included in

marketing 101. If you are a matured marketer you know it all already and the reason you would want to read it is that you want to apply all those small points. If you are new to business or just starting in marketing its a must read.

In addition to being regarded as the undisputed "bible" describing the principles of direct advertising principles, this book was authored by a man whose use of the language is elegant, bold, and to the point. Every "lesson" is carried home with clear and simple examples from experience in the real world -- a practical manual, not a wheezy, academic "textbook".

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