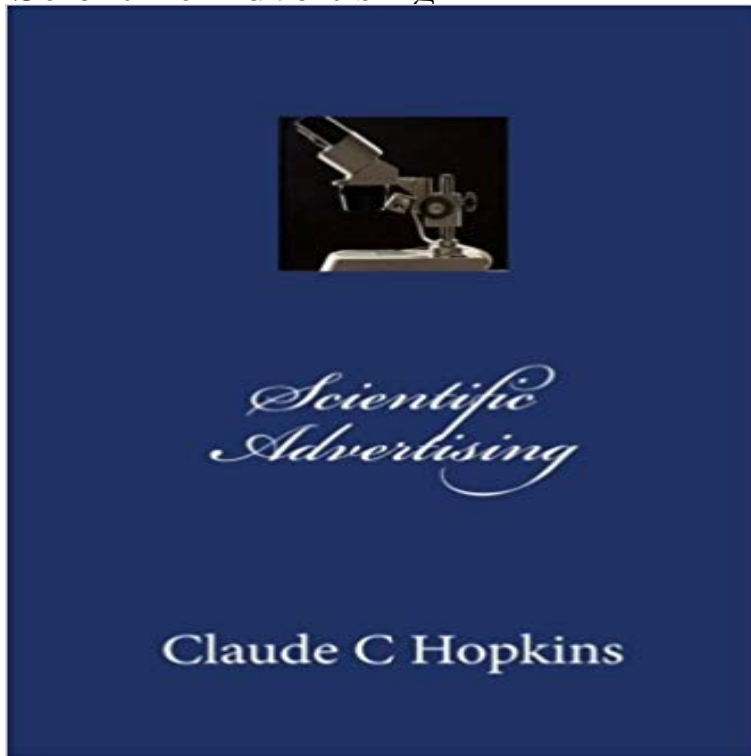


## Scientific Advertising



Updated and corrected for 2014, this is a reprint of the original 1923 text. This ground-breaking book remains essential reading for anyone entering the copywriting and advertising professions, reminding us that advertising's purpose is purely to sell. Claude Hopkins expresses powerful, tested truths about salesmanship in print which remain relevant through the decades and across all media - including today's internet marketing. David Ogilvy said Nobody should be allowed to have anything to do with advertising until he has read this book seven times. It changed the course of my life.

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