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new experience
and success by
spending more
cash. still when?

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reach you assume
that you require to
get those all needs
like having
significantly cash?
Why don't you
attempt to get
something basic in
the beginning?
That's something
that will guide you
to comprehend
even more around
the globe,

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experience, some
places, as soon as
history,
amusement, and a
lot more?

It is your totally
own get older to
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Top 10 Books For**

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A Copywriter ☐☐

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*Recommended by
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John Carlton p1

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John Caples Tested Advertising Methods

John Caples was a
naval engineer
turned advertising

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man, and like all engineers, he thrived on feedback and analysis. The only thing that interested him was advertising that sold and he systematically tested small changes to see if he could find things that worked even

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better. He was also
a creative genius
with words.

Tested Advertising Methods (5th Edition) (Prentice Hall ...

2) "Caples' Three-
Step Approach to
Testing: 1) Accept
nothing as true
about what works

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Tested in advertising until it has been objectively - What Caples called "scientifically" - tested. 2) Build upon everything you learn from testing to create an ever-stronger system that you return to with each new project.

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**Tested
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Methods: Caples,
John:
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Books**

An excellent book
packed with hands-
on, practical
information.

Writers of all
genres can benefit
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advice and

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strategies for
writing headlines
and finding the
right appeal. I plan
to re-read Tested
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Methods a few
times to absorb all
of its lessons.

**Tested
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Methods by John
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**Methods by John
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Caples, Fred E.

Hahn. Prentice
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JOHN CAPLES

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passing interest in

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Caples' book
Tested Advertising
Methods is most
definitely a must
read. Published for
the first time in
1932 - way before
anyone ever
imagined the
Internet, let alone
marketing 2.0,
would one day be
possible - the book
remains so

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thing that interested him was advertising that sold and he systematically tested small changes to see if he could find things that worked even better. He was also a creative genius with words.

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The world's most prestigious creative marketing award is named after him: The John Caples International Award. He wrote several books, but Tested Advertising Methods is both his

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more than 60

years, John
Caples's classic
work has been
updated to retain
all of the candid
analysis and
invaluable award-
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the original while
bringing it up to

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Amazon.com (as suggested by Chris Elliott - thanks Chris!), they presented "Tested Advertising Methods" by John Caples as another book I might be interested in, and that happened to be another book recommended by the Internet

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marketer I
mentioned in the
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