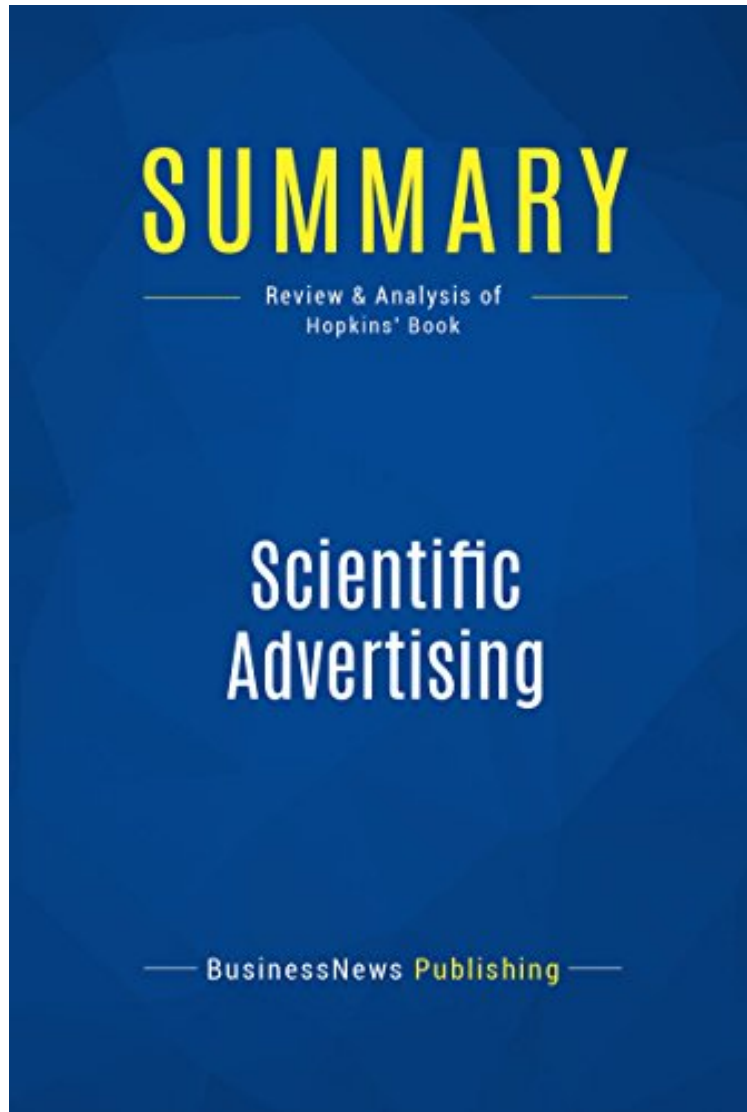


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BusinessNews Publishing : Summary: Scientific Advertising: Review and Analysis of Hopkins' Book before purchasing it in order to gage whether or not it would be worth my time, and all praised Summary: Scientific Advertising: Review and Analysis of Hopkins' Book:

The must-read summary of Claude Hopkins' book: "Scientific Advertising: How to Develop a Superior Advertising

Program". This complete summary of the ideas from Claude Hopkins' book "Scientific Advertising" presents the scientific approach to advertising, which involves continually testing and comparing advertising concepts to assess their results. In his book, the author explains that doing this is the best way of ensuring that you apply the optimum advertising approach that will provide the best results. This summary provides readers with an insight into the fundamentals of marketing and advertising and helps them to choose the best approach. Added-value of this summary:

- Save time
- Understand key concepts
- Expand your knowledge

 To learn more, read "Scientific Advertising" and discover how you can take a methodical approach to advertising and always gain the best results.