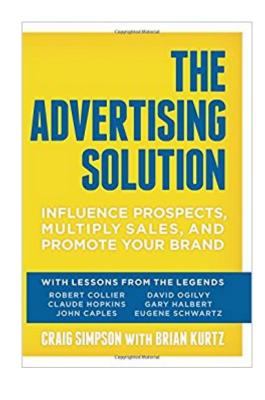
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The Advertising Solution: Influence Prospects, Multiply Sales, And Promote Your Brand





Synopsis

Distilling the wisdom of the worldâ [™]s greatest advertisers, direct marketing expert Craig Simpson delivers an education on direct marketing and advertising copy that creates brand awareness, sells products, and keeps customers engaged. Walks readers through time-tested methods of creating effective ad copy that increases profits. Dissects the principles of legendary marketers like Robert Collier, Claude Hopkins, John Caples, and David Ogilvy.

Book Information

Paperback: 192 pages Publisher: Entrepreneur Press (October 11, 2016) Language: English ISBN-10: 1599185962 ISBN-13: 978-1599185965 Product Dimensions: 6 x 0.6 x 9 inches Shipping Weight: 11.5 ounces (View shipping rates and policies) Average Customer Review: Be the first to review this item Best Sellers Rank: #20,045 in Books (See Top 100 in Books) #23 in Books > Business & Money > Skills > Business Writing #40 in Books > Business & Money > Marketing & Sales > Advertising #94 in Books > Business & Money > Accounting

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