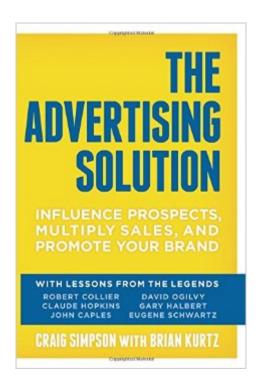
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The Advertising Solution: Influence Prospects, Multiply Sales, And Promote Your Brand





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)

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