



TESTED ADVERTISING METHODS

Fourth Edition

Revised and Enlarged — 82 Pages of Illustrations

by JOHN CAPLES

Vice President, BBDO, Inc.

Foreword by DAVID OGILVY

Take the guesswork out of advertising with these proven selling techniques including:

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- How to Make Small Ads Pay
- 32 Ways to Get More Inquiries
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to a coach's lessons on sportsmanship to a vision for a new product at Sony draw their power from the same six traits Made to Stick will transform the way you communicate It's a fast paced tour of success stories and failures the Nobel Prize winning scientist who drank a glass of bacteria to prove a point about stomach ulcers the charities who make use of the Mother Teresa Effect the elementary school teacher whose simulation actually prevented racial prejudice Provocative eye opening and often surprisingly funny Made to Stick shows us the vital principles of winning ideas and tells us how we can apply these rules to making our own messages stick Advertising: Theory and Practice Charles Harold Sandage, Vernon Fryburger, 1958 **Techniques of Fund-raising** Daniel Lynn Conrad, 1974 **New York Times Saturday Book Review Supplement**, 1962-07 **TIDE: THE MAGAZINE FOR ADVERTISING EXECUTIVES**, 1958 **New York Times Saturday Review of Books and Art**, 1970 **Effective Advertising Copy** Merrill De Voe, 1956 **Looking Good in Print** Roger C. Parker, 1988 This design resource guide outlines the design skills necessary to create attractive effective printed materials such as newsletters advertisements brochures manuals and other documents Canadian Business, 1961 **Successful Advertisements and how to Write Them** Frank Allen Burt, 1940 *Creative Strategy in Direct Marketing* Susan K. Jones, 1998 This book contains all the insights and hands on tools necessary to create and execute packages that attract the right customers turn leads into buyers and convert one time sales into long term customers **Corporation Annual Reports to Shareholders**, 1971 **Tide**, 1957 **The Gettysburg Approach to Writing & Speaking Like a Professional** Philip Yaffe, 2010-02 Effective writing and speaking are critical for all students and professionals in this challenging and competitive world Professional level writing and speaking depend on only a handful of easy to understand principles The Gettysburg Approach goes straight to the foundations defines these principals and explains how to apply them Through a variety of examples and simple exercises this exceptional guide will help anyone sharpen their skills and rapidly learn to write and speak clearly concisely and persuasively

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