



# TESTED ADVERTISING METHODS

*Fourth Edition*

*Revised and Enlarged — 82 Pages of Illustrations*

**by JOHN CAPLES**

*Vice President, BBDO, Inc.*

**Foreword by DAVID OGILVY**

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- 32 Ways to Get More Inquiries
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- 17 Ways to Test Your Ads

# Tested Advertising Methods John Caples

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