



## My Life in Advertising and Scientific Advertising

By Claude C. Hopkins

NTC Publishing Group, U.S. Paperback. Book Condition: new. BRAND NEW, My Life in Advertising and Scientific Advertising, Claude C. Hopkins, Gain a lifetime of experience from the inventor of test marketing and coupon sampling - Claude C. Hopkins. Here, you'll get two landmark works in one, and discover his fixed principles and basic fundamentals that still prevail today.



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