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John Caples was a naval engineer turned advertising man, and like all engineers, he thrived on feedback and analysis. The only thing that interested him was advertising that sold and he systematically tested small changes to see if he could find things that worked even better. He was also a creative genius with words.

Tested Advertising Methods (5th Edition) (Prentice Hall ...

2) 'Caples' Three-Step Approach to Testing: 1) Accept nothing as true about what works best in advertising until it has been objectively - What Caples called 'scientifically' - tested. 2) Build upon everything you learn from testing to create an ever-stronger system that you return to with each new project.

Tested Advertising Methods: Caples, John: Amazon.com: Books

An excellent book packed with hands-on, practical information. Writers of all genres can benefit from John Caples' advice and strategies for writing headlines and finding the right appeal. I plan to re-read Tested Advertising Methods a few times to absorb all of its lessons.

Tested Advertising Methods by John Caples - Goodreads

Tested Advertising Methods by John Caples is a Prentice-Hall hardcover publication. The book was published in 1974, Fourth Edition - ISBN 0139069097. The book is in good condition with only some minor pencil underlining, and the dust jacket is also good with only some fraying/small tears, and a rubbing.

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Tested Advertising Methods. John Caples, Fred E. Hahn. Prentice Hall, 1997 - Business & Economics - 278 pages. 3 Reviews. Here are all the proven selling techniques to remove the guesswork from...

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The world's most prestigious creative marketing award is named after him: The John Caples International Award. He wrote several books, but Tested Advertising Methods is both his most popular and his most useful. I can't imagine a copywriter (and by that I mean anyone who ever writes copy) working without it.

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Looking up The Robert Collier Letter Book at Amazon.com (as suggested by Chris Elliott - thanks Christ!), they presented "Tested Advertising Methods" by John Caples as another book I might be interested in, and that happened to be another book recommended by the Internet marketer I mentioned in the Robert Collier Letter Book thread in his 2009 Resource list.

Tested Advertising Methods by John Caples - better to get ...

Tested Advertising Methods. The fifth edition of this work on how to create successful advertising features new coverage on small businesses with limited revenues, non-profit advertising, as well as techniques of headlines, illustrations and layouts. There is also new information useful to smaller businesses.

Tested Advertising Methods : Caples : 9780130957016

The world's best copywriters today regard Tested Advertising Methods as one of the best copywriting "How-To" bibles ever written -- detailing proven advertising methods that sell like crazy. Caples himself revised the book 3 times (in 1947, 1961 and 1974).