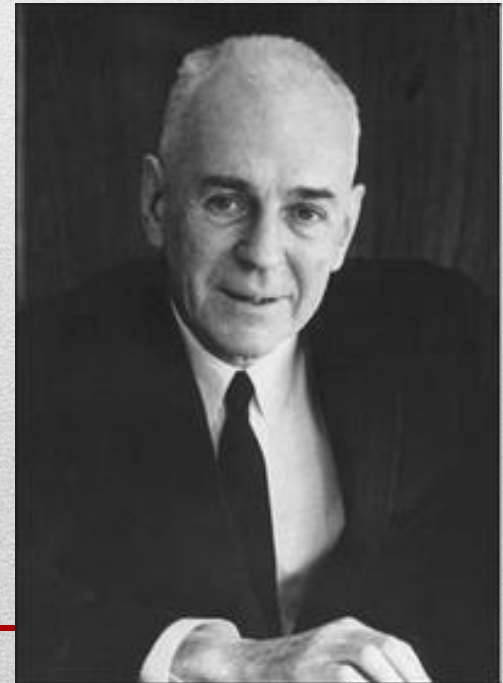


# John Caples

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# Caples on copy.

THESE DAYS, A COPYWRITER'S JOB IS TO WRITE COPY THAT SELL. BUT IN THE 1950S, COPYWRITERS WERE MORE LIKE ARTISTS. THEY WROTE COPY THAT WAS BOTH BEAUTIFUL AND EFFECTIVE. AND THAT'S THE WAY IT SHOULD BE.

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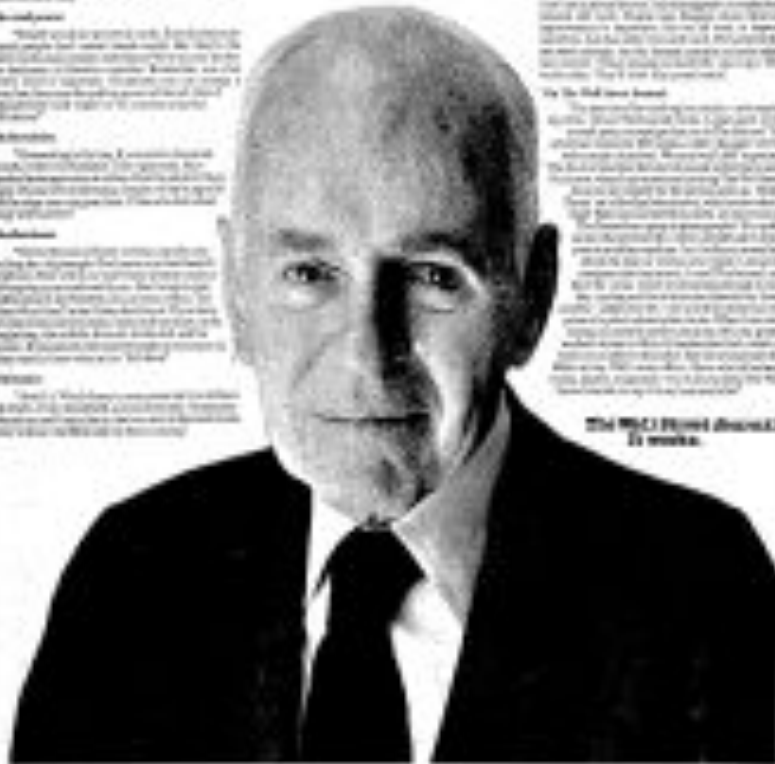
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PRENTICE HALL  
BUSINESS CLASSICS

COMPLETELY  
UPDATED

# TESTED ADVERTISING METHODS

FIFTH EDITION

**JOHN CAPLES**  
REVISED BY FRED E. HAHN

Foreword by  
DAVID OGILVY  
Introduction by Gordon White