

Scientific Advertising

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Synopsis

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How advertising laws are established. The time has come when advertising has in some hands reached the status of a science. It is based on fixed principles and is reasonably exact. The causes and effects have been analyzed until they are well understood. The correct methods of procedure have been proved and established. We know what is most effective, and we act on basic laws. Advertising, once a gamble, has thus become, under able direction, one of the safest of business ventures. Certainly, no other enterprise with comparable possibilities need involve so little risk. Therefore, this audiobook deals not with theories and opinions but with well-proved principles and facts. It is written as a textbook for students and a safe guide for advertisers. Every statement has been weighed. The audiobook is confined to established fundamentals. If we enter any realms of uncertainty, we shall carefully denote them. The present status of advertising is due to many reasons. Much national advertising has long been handled by large organizations known as advertising agencies. Some of these agencies, in their hundreds of campaigns, have tested and compared thousands of plans and ideas. The results have been watched and recorded, so no lessons have been lost. Such agencies employ a high grade of talent. None but able and experienced men can meet the requirements in national advertising. Working in cooperation, learning from each other and from each new undertaking, some of these men develop into masters. Individuals may come and go, but they leave their records and ideas behind them. These become a part of the organization's equipment and a guide to all who follow. Thus, in the course of decades, such agencies become storehouses of advertising experiences, proved principles, and methods. The larger agencies also come into intimate contact with experts in every department of business. Their clients are usually dominating concerns.

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