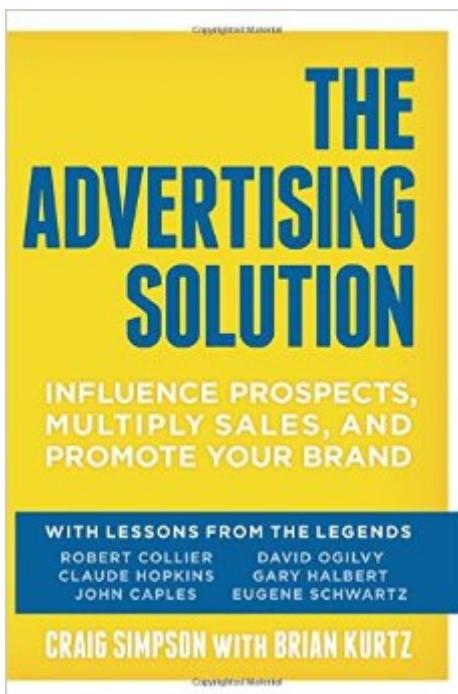


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The Advertising Solution: Influence Prospects, Multiply Sales, And Promote Your Brand



Synopsis

Distilling the wisdom of the worldâ™s greatest advertisers, direct marketing expert Craig Simpson delivers an education on direct marketing and advertising copy that creates brand awareness, sells products, and keeps customers engaged. Walks readers through time-tested methods of creating effective ad copy that increases profits. Dissects the principles of legendary marketers like Robert Collier, Claude Hopkins, John Caples, and David Ogilvy.

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