

Tested Advertising Methods (5th Edition) (Prentice Hall Business Classics)

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Tested Advertising Methods (5th Edition) (Prentice Hall Business Classics) Caples, Hahn 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.

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