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Advertising. A legend in advertising for more than 60 years, John Caples still serves as a guide to generations of creative marketing people. Now his classic work on how to create successful advertising has been updated by respected advertising consultant Fred Hahn. It retains all the clarity, candid analysis, time-tested experience and invaluable award-winning ideas from the original, while bringing it right up-to-the-minute on...

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Tested Advertising Methods by John Caples - better to get ...
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). Tested Advertising Methods by John Caples - Goodreads
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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.
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TESTED ADVERTISING METHODS by JOHN CAPLES - Hb Dj ...
Looking up The Robert Collier Letter Book at Amazon.com (as suggested by Chris Elliott - thanks Chris!), 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.

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4 Copywriting Lessons From John Caples' Tested Advertising Methods. Whether you're a seasoned copywriter, a newbie or even just someone with a passing interest in advertising, John Caples' book Tested Advertising Methods is most definitely a must read. Published for the first time in 1932 – way before anyone ever imagined the Internet, let alone marketing 2.0, would one day be possible – the book remains so relevant it's uncanny.

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