



# **Summary : Scientific Advertising - Claude Hopkins: How To Develop a Superior Advertising Program**

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## Summary : Scientific Advertising - Claude Hopkins: How To Develop a Superior Advertising Program

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**Complete summary of Claude Hopkins' book: "Scientific Advertising: How to Develop a Superior Advertising Program".**

This summary of the ideas from Claude Hopkins' book "Scientific Advertising" presents the scientific approach to advertising, which involves continually testing and comparing advertising concepts to assess their results. In his book, the author explains that doing this is the best way of ensuring that you apply the optimum advertising approach that will provide the best results. This summary provides readers with an insight into the fundamentals of marketing and advertising and helps them to choose the best approach.

### **Added-value of this summary:**

- Save time
- Understand key concepts
- Expand your knowledge

**To learn more, read "Scientific Advertising" and discover how you can take a methodical approach to advertising and always gain the best results.**

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