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Scientific Advertising is a book written by Claude C Hopkins in 1923 and is cited by many advertising and marketing personalities (such as David Ogilvy, Gary Halbert, and Jay Abraham) as a "must-read" book. According to Paul Feldwick, it has sold over eight million copies. David Ogilvy wrote that "Nobody should be allowed to have anything to do with advertising until he has read this book seven times.

Scientific Advertising, published by Crown Publishing, New York. In part, he said: "Nobody, at any level, should be allowed to have anything to do with advertising until he has read this book seven times. It changed the course of my life." He went on to say, "Claude Hopkins wrote it in 1923. Rosser Reeves, bless him, gave it to me in 1938.

Scientific Advertising was originally written in the early part of the 20th century. It was the author, Claude Hopkins, who was able to capture a new belief in written form. This new belief is that advertising could and should be a function with limited risk.

He used the analysis of these measurements to continually improve his ad results, driving responses and the cost effectiveness of his clients advertising spend. His classic book, "Scientific Advertising," was published in 1923, following his retirement from Lord & Thomas, where he finished his career as president and chairman. He died in 1932.

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