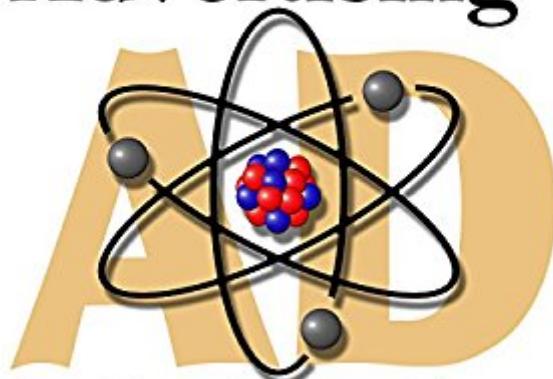


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Scientific Advertising

Scientific Advertising



by Claude Hopkins



Synopsis

This is a complete and unabridged audiobook from the original 1923 publication of Claude Hopkins' classic book on advertising, *Scientific Advertising*. This short listen is recommended by David Ogilvy, Jay Abraham, and many other masters of marketing. It contains many principles that are common in Internet marketing today, such as the idea of testing and measuring ad effectiveness, writing to one person, understanding and using psychology, etc.

Book Information

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Customer Reviews

Scientific advertising is a wonderful book and Claude Hopkins is a genius. He lays down the basis for direct mail advertising. His text is clear, insightful and still applicable in the Internet age...That said, I would advise people NOT to buy this edition of the book. It's full of typos, spelling errors and incomplete sentences. The publishers (really simple media) are obviously just a bunch of amateurs taking advantage of the fact that this masterpiece is in the public domain. Spend your hard-earned cash on a decent used copy of *Scientific Advertising* instead of buying this unprofessional edition....

All the modern giants of advertising still swear by this book. Ogilvy even claimed it changed his life (in advertising anyway, but who knows, advertising is Ogilvy's life). The book is amazing in both its simple and direct approach. It's relatively short, yet packed with information of use to anyone interested in advertising. Hopkins essentially invented many of the concepts that so many advertisers take for granted today, chief among them what seems like a simple idea: the coupon.

And even today, many advertisers fail to get results when they stray from his teachings. One of the most famous examples of failing to follow his teachings: the "Got Milk" campaign. Sure, it seems clever and it's definitely high profile, but from a marketing standpoint, it's a flop. Milk sales have not moved upward at all despite the fact that milk producers are now several years into the campaign. Want to know why it failed? Read Hopkins's book. Whether you are an individual considering a career in advertising or a businessperson trying to figure out how best to market your business, start with Hopkins and then move onto the rest. All advertising before "Scientific Advertising" flows into it; and all advertising after "Scientific Advertising" flows out of it.

Claude Hopkins invented test marketing, sampling technology and the concept of pre-emptive advertising. The concepts he reveals in this book have been used by advertisers for decades and he is recognized by marketing experts such as Jay Abraham as a genius in his field. Scientific Advertising is an all-time classic book and you'll want to read it at least three times. Each reading will provide you with profound insights into how to market any product or service.

I was incredibly excited to finally get a copy of this book, and started reading it as soon as it arrived. The problem I have with this book is not in content, but in spelling... There are SO MANY misspelled words. The publisher is someone called Really Simple Media and supposedly has reprinted the original book exactly as it was by Mr Hopkins. To me, it appears they scanned the original work and did OCR, because some words don't even make sense in the sentence. The current publisher of this book must have changed something. I find it unbelievable that a person in the ad business would so carelessly edit a work with his own name on the cover, and even more unbelievable that generations of advertisers would recommend this book to their colleagues. There are other reviewers who make the same observation in their reviews.

I hate leaving negative reviews on anything - much better to be positive in life. But in this case I do have to say something in case this book costs someone else \$\$. This is a true classic. You can pick up a free PDF of it numerous places online. But nothing beats a classic book you can hold in your hand... and this is where the publishers of this version really dropped the ball. It reads like someone who speaks English as a second or third language was typing it from a transcript. Sentences have entire words missing. Random paragraphs break in mid sentence. Spelling errors in every other paragraph. Consider also that there are some very important sentences in this book - ones that encompass an entire world of advertising ideas. When discussing the difference between

advertisers who write ads to have other ad men pat them on the back and those who write ads only for sales conversions, a series of typos that render the word 'pride' as 'price' (or vice versa) is beyond ridiculous. Curiously, the first couple chapters are well edited. Probably so the 'Look Inside' folks (like me) would shell out their cash. Buyer beware.

There is an old saying that goes, "there is nothing new but what has been forgotten." Advertising is about 100 years old, but the science and art behind what appears to buying psychology, really hasn't changed that much. If you study this work of Claude C. Hopkins, you will understand that he pioneered methods that are still used today. David Ogilvy was another one of these pioneers, and he said, "no one should be in advertising that has not read Scientific Advertising at least seven times." If you study any of the notable marketing gurus today (e.g. - Dan Kennedy), they are just positioning what Claude has said in a contemporary format. And even marketing for the Internet - if you look beyond the HTML bells and whistles - is still utilizing the basic psychology of sales letter generation, and copywriting, that Claude pioneered. [...]

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