

Tested Advertising Methods John Caples

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Tested Advertising Methods John Caples John Caples was a naval engineer turned advertising man, and like all engineers, he thrived on feedback and analysis. The only thing that interested him was advertising that sold and he systematically tested small changes to see if he could find things that worked even better. He was also a creative genius with words. Tested Advertising Methods (Prentice Hall Business ... 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

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