

Scientific Advertising: Crushing Your Competition Like Ants on the Sidewalk



Unlike any other reprint of the original, unedited 1923 text by Claude Hopkins, this version provides more practical information on how to implement the concepts that Hopkins made famous. Each chapter is linked to a web video where marketing maverick Pete Mitchell is grilled about the real life implementation of the ideas made famous in this book. This groundbreaking book is essential reading for anyone looking to generate an never ending supply of qualified prospects begging to do business with them. David Ogilvy once said Nobody 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. Experience this unique version of Scientific Advertising and crush your competition like ants on the sidewalk!

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