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By CLAUDE HOPKINS

Createspace, United States, 2012. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. My Life in Advertising is an autobiography detailing the life of advertising genius Claude C. Hopkins (author of the business classic Scientific Advertising). This book is not written as a personal history, but as a business story. The chief object behind every chapter is to offer helpful suggestions to those who will follow his advice. As practical as it is interesting,...

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- Authored by Claude Hopkins
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