



## My Life in Advertising

By Claude Hopkins

Createspace, United States, 2012. Paperback. Book Condition: New. 214 x 149 mm. 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, My Life in Advertising is a must-read book for anyone wanting to understand the secrets of how to sell. Many of his strategies and techniques still apply today, even for internet marketing.



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