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# TESTED ADVERTISING METHODS

Fourth Edition

Revised and Enlarged — 75 Pages of Illustrations

by **JOHN CAPLES**  
Vice President, BBDO, Inc.

Foreword by DAVID OGILVY

# Tested Advertising Methods 4th Edition

**Kory Floyd, René Weber**



## Tested Advertising Methods 4th Edition:

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**Otto Kleppner's Advertising Procedure** Otto Kleppner,Thomas Russell,Glenn Verrill,1983     *The Christian Writer's Book* Don M. Aycock,Leonard George Goss,1996     **Proceedings of the ... Conference of the American Academy of Advertising** American Academy of Advertising. Conference,2001     Collier's Encyclopedia ,1986

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