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Making Ads Pay: Timeless Tips for Successful Copywriting (Dover Books on History, Political and Social Science)

John Caples

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During his six-decade career at the top advertising firm of BBDO (Batten, Barton, Durstine & Osborn), author John Caples pioneered the techniques of effective copy-testing. All copywriters, from cub to chief, can benefit from his helpful suggestions. "This is a valuable textbook for every student of advertising and every writer of ads," declared the *Christian Science Monitor,* and *Booklist* pronounced it "of interest to anyone interested in what makes our business economy work."

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