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How to be a
**Marketing
Genius**



Scientific Advertising
Revisited & Revitalized for Today
TONY MELVIN

AWE Systems LLC, 2017. Paperback Condition: New. Language: English. Brand New Book ***** Print on Demand *****. Claude Hopkins was a marketing genius earning \$185,000 in 1907 as an employee of an advertising firm. That s equivalent to over \$25 million today. Claude codified his techniques in 1923 in a book called Scientific Advertising. While this book has been recommended and used by many great marketing minds since Claude s day, his principles remain broadly unknown. To ensure Claude...

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