

PRENTICE HALL  
BUSINESS CLASSICS

COMPLETELY  
UPDATED

# TESTED ADVERTISING METHODS

FIFTH EDITION

**JOHN CAPLES**  
REVISED BY FRED E. HAHN

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Foreword by  
DAVID OGILVY  
Introduction by Gordon White

# Tested Advertising Methods Prentice Hall Business Classics

**Lei Huang**



## **Tested Advertising Methods Prentice Hall Business Classics:**

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