

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 Shi**



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

*Tested Advertising Methods* John Caples, 1997 A legend in advertising for more than 60 years John Caples's classic work has been updated to retain all of the candid analysis and invaluable award winning ideas from the original while bringing it up to date on the many changes in the field **TESTED ADVERTISING METHODS**, *Duct Tape Marketing Revised and Updated* John Jantsch, 2011-09-26 Is Your Marketing as Simple Effective and Affordable as Duct Tape Let's face it as a small business owner you are really in the business of marketing The problem for most small business owners is that they suffer from marketing idea of the week syndrome instead of implementing a systematic approach to the problem of small business marketing In *Duct Tape Marketing* renowned Small Business Marketing guru John Jantsch shows you how to develop and execute a marketing plan that will give your business the life and longevity you knew you could have when you made that decision to go out on your own CAREFUL Duct tape is a serious tool it sticks where you put it So are the ideas in this book If you're ready to make a commitment and are willing to make something happen John's book is a great place to start Seth Godin author of *Purple Cow* For all those who wonder why John Jantsch has become the leading advisor and coach to small businesses everywhere *Duct Tape Marketing* is the answer I have never read a business book that is as packed with hands on actionable information as this one There are takeaways in every paragraph and the success of John's blog is living proof that they work *Duct Tape Marketing* should be required reading for anyone who is building a business or thinking about it Bo Burlingham editor at large Inc magazine and author of *Small Giants Companies That Choose To Be Great Instead of Big* *Duct Tape Marketing* is a worthy addition to the growing library of how to books on small business marketing concise clear practical and packed with great ideas to boost your bottom line Bob Bly author of *The White Paper Handbook* With the world suffering from depleted reserves of trust a business that sells plenty of it every day tends to create the most value The great thing about trust as a product feature is that it delivers exceptional returns With this book John Jantsch has zeroed in on exactly what small businesses need to sell every day every hour Ben McConnell co author of *Creating Customer Evangelists* How Loyal Customers Become a Volunteer Sales Force John Jantsch has provided small businesses with the perfect perspective for maximizing all marketing activities offline and on Jantsch has the plan to help you thrive in the world of business today Read it all your competitors will John Battelle cofounding editor of *Wired* and author of *The Search* How Google and Its Rivals Rewrote the Rules of Business and Transformed Our Culture *Duct Tape Marketing* is a great read for anyone in business It has fresh ideas laid out in a practical and useable way I highly recommend this book for growing any business Dr Ivan Misner Founder of BNI and Co author of the New York Times bestseller *Masters of Networking* **Duct Tape Marketing** John Jantsch, Guy Kawasaki, Michael Gerber, 2008-05 You will be introduced to a systematic approach to marketing and discover just how much great marketing resembles that sticky and trustworthy roll of duct tape Cover

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