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John Caples was a naval engineer turned advertising man, and like all engineers, he thrived on feedback and analysis. The only thing that interested him was advertising that sold and he systematically tested small changes to see if he could find things that worked even better. He was also a creative genius with words.

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Tested Advertising Methods by John Caples is a Prentice-Hall hardcover publication. The book was published in

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1974, Fourth Edition - ISBN 0139069097.

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TESTED ADVERTISING METHODS by JOHN CAPLES - Hb Dj ...

Hello everyone, Looking up The Robert Collier Letter Book at Amazon.com (as suggested by Chris Elliott - thanks Chris!), they presented "Tested Advertising Methods" by John Caples as another book I might be interested in, and that happened to be another book recommended by the Internet marketer I mentioned in the Robert Collier Letter Book thread in his 2009 Resource list.

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One of those books is Tested Advertising Methods. John Caples' advertising career spanned 49 years, starting at age 25 during the "Roaring Twenties." Among the advertisements that he wrote was a classic for U.S. School of Music, "They Laughed When I Sat Down At The Piano. But When I Started To Play!—" John Caples was firmly of the Direct ...

Book Review: Tested Advertising Methods

From ~ John Caples, in Tested Advertising Methods, 5th edition, 1997
Why is it that 'self-interest' headlines are best and 'curiosity' headlines only 3rd best? You can answer this question for yourself. Suppose you are looking through a newspaper. You see a headline that arouses your curiosity. You will read the ad if you have time.

John Caples on What Makes A Successful ... - Acorn Advertising

A legend in advertising for more than 60

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years, John Caples still serves as a guide to generations of creative marketing people. Now his classic work on how to create successful advertising has been updated by respected advertising consultant Fred Hahn. It retains all the clarity, candid analysis, time-tested experience and invaluable award ...

Tested Advertising Methods by John Caples - Alibris

Notes from Tested Advertising Methods by John Caples I bought this book a couple of weeks ago after hearing rave reviews of it. If you decide to buy it, make sure you get the 4th edition or earlier - apparently subsequent editions had a lot of the text changed to make it more 'modern'. I couldn't find the 4th edition on Amazon.

Notes from Tested Advertising Methods by John Caples

Caples' career was interrupted for a short time during World War II when he was called back into the Navy. During

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this time he rose to the rank of commander. John Caples also wrote 5 books: Tested Advertising Methods (1932) Advertising For Immediate Sales (1936) Advertising Ideas (1938) Making Ads Pay (1957)

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