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Scientific Advertising for the Fitness Professional

By Claude Hopkins

Bookworks. Paperback. Book Condition: New. Paperback. 216 pages. Dimensions: 9.2in. x 7.5in. x 0.5in. *Scientific Advertising* was originally written in the early part of the 20th century. It was the author, Claude Hopkins, who was able to capture a new belief in written form. This new belief is that advertising could and should be a function with limited risk. He demonstrated that real results-oriented advertising and marketing is actually based on established principles and laws. He states that if the marketer respects these laws and principles and undertakes a scientific approach, then positive results are the inevitable outcome. Even though this philosophy was established decades ago, there are some modern day marketers that will mistakenly tout that the old rules no longer apply. However, most successful marketers will confirm that these principles areas alive today as they ever were. This has lead to the timeliness of the book *Scientific Advertising*. The contributor, Tony Books Avilez, has created amendments to this work to make it applicable to the modern day fitness professional. It is the new authors feeling with all his being that the field of fitness is one of the more laudable professions of the new century. However, the average fitness professional...



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