



My Life in Advertising (American Biography Series)

Claude C. Hopkins

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This fascinating autobiography details the life of powerhouse advertising genius Claude C. Hopkins, who notes, "This book is not written as a personal history, but as a business story. The chief object behind every episode is to offer helpful suggestions to those who will follow me." As practical as it is interesting, *My Life in Advertising* is a must-read book for anyone wanting to understand the secrets of how to sell. Newly designed and typeset in a 6-by-9-inch format by Waking Lion Press

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