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"Scientific Advertising" is cited by many advertising and marketing personalities (such as David Ogilvy, Gary Halbert and Jay Abraham) as a "must-read" book.

In Scientific Advertising, Hopkins outlines an advertising approach based on testing and measuring. In this way losses from unsuccessful ads are kept to a safe level while gains from profitable ads are multiplied. Or, as Hopkins wrote, the advertiser is "playing on the safe side of a hundred to one shot".

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