

### **fundamentals of advertising pdf**

Chapter 1 How Advertising Laws Are Established The time has come when advertising has in some hands reached the status of a science. It is based on fixed principles and is

### **Claude Hopkins Scientific Advertising**

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### **Newtons (cookie) - Wikipedia**

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## **Advertising - Wikipedia**

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## **SCHEME OF EXAMINATION**

3 1. The overall purpose of paragraph 1 is to do the following: (communicative function) a. introduce the reader to the basics/fundamentals of advertising

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Page 4 of 26 II. Executive summary Write this section last! We suggest you make it 2 pages or less. Include

everything that you would cover in a 5-minute interview.

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