



# **Making Ads Pay: Timeless Tips for Successful Copywriting (Dover Books on History, Political and Social Science)**

*John Caples*

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## **Making Ads Pay: Timeless Tips for Successful Copywriting (Dover Books on History, Political and Social Science) John Caples**

Why does one ad succeed, while another fails? This classic by a veteran copywriter analyzes hundreds of profitable ads, offering many side-by-side comparisons between similar but not equally effective ads. These analyses yield principles, procedures, tips, and practical suggestions — each tested with decades of experience — that can be immediately applied to every medium and style of advertising.

During his six-decade career at the top advertising firm of BBDO (Batten, Barton, Durstine & Osborn), author John Caples pioneered the techniques of effective copy-testing. All copywriters, from cub to chief, can benefit from his helpful suggestions. "This is a valuable textbook for every student of advertising and every writer of ads," declared the *Christian Science Monitor*, and *Booklist* pronounced it "of interest to anyone interested in what makes our business economy work."

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