



Handbook of Advertising: A Manual for Those Who Wish to Become Acquainted with the Principles and Practice of Advertising (Classic Reprint) (Paperback)

By Christopher Jones

Forgotten Books, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. Excerpt from Handbook of Advertising: A Manual for Those Who Wish to Become Acquainted With the Principles and Practice of Advertising This work has been designed to aid those who wish to become acquainted with the principles and practice of advertising, and its place in commerce. It contains a review of the present position of advertising, a plain statement of facts proved by actual experience, backed up by data, which will prove of considerable interest to those directly interested in the manufacture and sale of goods. The book will be of the greatest value to manufacturers and others contemplating an advertising campaign for the purpose of increasing their opportunities of output, as it contains the advice of an expert, both from the financial and practical standpoints, while students of business problems will find in it much that is sound and logical - the outcome of wide experience and careful observation. About the Publisher Forgotten Books publishes hundreds of thousands of rare and classic books. Find more at This book is a reproduction of an important historical work....

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