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The Principles of Practical Publicity: Being a Treatise on the Art of Advertising (Classic Reprint)

By Truman a Deweese

Forgotten Books, United States, 2016. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. Excerpt from The Principles of Practical Publicity: Being a Treatise on the Art of Advertising This is not a Primer on ad-writing; nor is it an elementary treatise on the profession of publicity. It is not a history of Advertising. It is not a brief for the publisher or advertising agency. It is not written to advocate any particular form or kind of publicity nor to induce individuals or firms to make larger appropriations for advertising. Its aim is to cover the broad field of commercial publicity, showing the relation of Advertising to modern business without elaborating any abstruse or far-fetched theories that are advanced to explain its influence upon the public mind. It is a treatise on the successful adaptation of Advertising to all lines of commercial enterprise. It is written by a man who has had wide experience in writing copy, originating designs, and planning advertising campaigns, who has expended a quarter of a million dollars a year in advertising one commodity. About the Publisher Forgotten Books publishes hundreds of thousands of rare and...



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