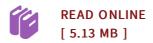




Pacific Ports

By Books Group

Rarebooksclub.com, United States, 2012. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book ***** Print on Demand *****. This historic book may have numerous typos and missing text. Purchasers can download a free scanned copy of the original book (without typos) from the publisher. Not indexed. Not illustrated. 1920 Excerpt: .in at least two languages and four dialects to get best results. All this prepartion must be completed before advertising starts. Starting with what we know to be a good article and believing that it will fill a want of the people, either by lightening labor, increasing production, comfort, happiness or knowledge, we must next think of the best method or methods of telling the facts to the greatest number of people in the shortest space of time and with the least expenditure of money. The mediums and methods that may be used to advantage in the Islands are the following: Mediums for advertising--Newspapers, magazines, class publications, circular letters, catalogs, street cars, cinema films, cinema programs, bill boards, window displays, samples, demonstrations, detail work. Methods of selling--Through the trade, jobbers, retailers, direct to consumer, by agents, mail order, instalment. I have made no attempt to give...



Reviews

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