



Asiatic Markets for Industrial Machinery (Classic Reprint)

By Walter H Rastall

Forgotten Books, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Excerpt from Asiatic Markets for Industrial Machinery Effective means of promoting machinery sales in Asia - Continued; Home organization - Continued; Export policy in times of depression; Supervision of agents; Direct trade ; Routine of home organization; Packing; Summary of present situation; Cost of shipping large packages; Difficulty of handling large packages; Transshipment of heavy packages; Excessive cost involved; Desirability of shipping machinery knocked down; Limitations of railways in Asia; Limitations of other methods of transport; Possibility of delivering heavy packages; Strength of packing; Packing specifications; Packing inside of the case; Effect of climate on packing; Marking; Advertising; Conditions justifying expenditure; Newspaper and periodical advertising; Advertising by mail; Catalogues for use in Asia; Inadvisability of giving prices in catalogues; Code words and identification numbers; Leaflets; Price lists and discount sheets; Calendars and novelties; Free advertising; Types of machinery suitable for Asia; Influence of labor conditions; Effect of climate on machinery; Effect of climate on electrical installations; Effect of climate on building materials; Desirability of labor-saving devices; Fuel economy; Steam boilers; Miscellaneous factors affecting sales policy; Banking and...



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