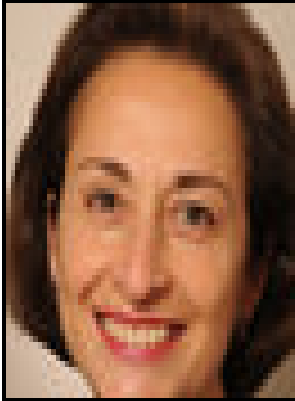


Selling Mrs. Consumer - Christine Frederick & the rise of household efficiency

University of Georgia Press - **Selling Mrs. Consumer: Christine Frederick and the Rise of Household Efficiency** by Janice Williams Rutherford



Description: -

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Home economics

Frederick, Christine -- Biography

Frederick, Christine, -- b. 1883 -- BiographySelling Mrs. Consumer

- Christine Frederick & the rise of household efficiency

-Selling Mrs. Consumer - Christine Frederick & the rise of household efficiency

Notes: Includes bibliographical references (p. 253-270) and index.

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Selling Mrs. Consumer: Christine Frederick & the Rise of Household Efficiency

Who should read this book? But still there is an increase, since a generous table always superinduces a measure of overeating. Thus does this world creak on, creating changes calling for new merchandising needs. Rutherford's engaging account of Christine Frederick's life reflects a dilemma that continues to affect women today--whether to seek professional gratification or adhere to traditional family values.

Selling Mrs. Consumer: Frederick, Christine McGaffey: Amazon.sg: Books

To secure advance data as to reactions to certain contemplated methods of sales or advertising approach.

Selling Mrs. Consumer : Frederick, Christine McGaffey, 1883

Knauth's general ideas of consumer attitude and demand are of importance. I believe a seller of family goods should definitely see to it that he aims at specific selections among the eighteen instincts listed, and make every selling or advertising appeal square with them.

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