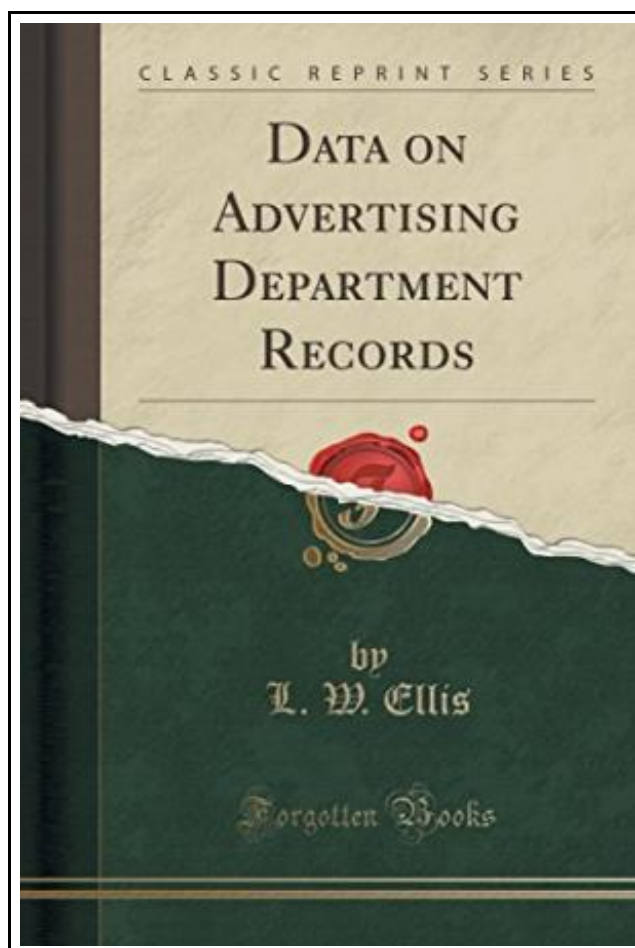


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Forgotten Books, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Excerpt from Data on Advertising Department Records Some fellow s formula for efficiency runs like this: First, pick a good man; second, give him a definite job; third, leave him alone. If my former general manager hadn t followed the last two-thirds of this formula to the letter, there wouldn t be any story. In fact, I am inclined to believe that the first part of the formula-about the good man-is superfluous. Almost anyone can learn to swim right off if he has to. Just take him young and throw him into deep enough water with nothing but instructions to kick and paddle. He ll swim all right. That s about all the help I got-a definite job and liberal language from the side lines. But I keep afloat. Herbert Casson told me once that system wasn t the only tiling to efficiency, not have a long shot. He said it was the easiest tiling in the world to standardize a practice that was all wrong. Efficiency picks out the right thing to do and then systematizes it. So if any of the systems I talk about won t apply to your business, forget them, quick. The only excuse for talking about them at all is that I shall explain not only the system hut the reason for it. Then perhaps, having the reason, you can find something that will apply or can be adapted to a similar condition in your own business. This concern started business in 1853. In the fall of 190C it hired its first advertising manager. He was a good one- very far-sighted. lie devised splendid record systems-lots of them-and trained a splendid...



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