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# PIONEERS OF PROMOTION: HOW PRESS AGENTS FOR BUFFALO BILL, P. T. BARNUM, AND THE WORLD'S COLUMBIAN EXPOSITION CREATED MODERN MARKETING (HARDBACK)



University of Oklahoma Press, United States, 2018. Hardback. Condition: New. Language: English. Brand new Book. The average American today is bombarded with as many as 5,000 advertisements a day. The sophisticated and persuasive marketing tactics that companies use may seem a recent phenomenon, but Pioneers of Promotion tells a different story. In this lively narrative, business history writer Joe Dobrow traces the origins of modern American marketing to the late nineteenth century when three charismatic individuals launched an industry that...

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- Authored by Joe Dobrow
- Released at 2018



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#### Reviews

An exceptional book as well as the font applied was fascinating to learn. It is loaded with knowledge and wisdom I am just easily can get a pleasure of studying a created book.

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