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First Principles of Advertising (Classic Reprint)

By Wilbur D Nesbit

Forgotten Books, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Excerpt from First Principles of Advertising This textbook is not intended to be a volume for the practicing advertising man or woman, but is virtually the first steps in the profession. It is based on the actual experience of the author, and has been planned and prepared along the lines he would follow were the student a beginner in his own department. It is assumed that the student has no knowledge of advertising beyond the fact that he has seen advertisements in their various forms. It is further assumed that the chief desire of the student is to write advertisements; and as it is necessary to have some knowledge of the practice of advertising, the various chapters are given to furnish that background and foundation. Sincere appreciation is expressed and due acknowledgements made of the obligation of the author to his many friends in the profession who have made valuable suggestions. It is planned that a second volume shall go into the technical details of an advertising department, advertising agency work, and the other matters which become...



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