



Modern Business Volume 6

By Alexander Hamilton Institute

Rarebooksclub.com, United States, 2012. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book ***** Print on Demand *****.This historic book may have numerous typos and missing text. Purchasers can download a free scanned copy of the original book (without typos) from the publisher. Not indexed. Not illustrated. 1919 Excerpt: .it is to be noted that this kind of advertising has held its lead to a remarkable degree. In nearly every classified department, the columns under the headings Positions Wanted and Help Wanted exceed those of any other class of classified advertising. Furnished and Unfurnished Rooms, Furnished and Unfurnished Houses and Real Estate for Rent and Sale are usually next in order of importance. Business Opportunities is another group of importance. In the better-class periodicals, a large percentage of Business Opportunities advertisements may be actual opportunities. In periodicals whose advertising standard is low, these may be merely disguised canvassing or investment advertisements. The principles governing classified advertising are those which aim to secure conciseness and suggestive power. Since there is no opportunity for either illustration or display--tho some magazines encourage capitalization or the use of type up to 12-point--the story must be told in the advertisement...



READ ONLINE
[7.32 MB]

Reviews

This publication is amazing. It is definitely basic but shocks in the fifty percent of your publication. You wont feel monotony at anytime of your own time (that's what catalogues are for concerning if you question me).

-- **Prof. Kirk Cruickshank DDS**

This kind of book is every little thing and taught me to looking ahead of time and a lot more. I am quite late in start reading this one, but better then never. I found out this book from my dad and i encouraged this pdf to find out.

-- **Justus Hettinger**