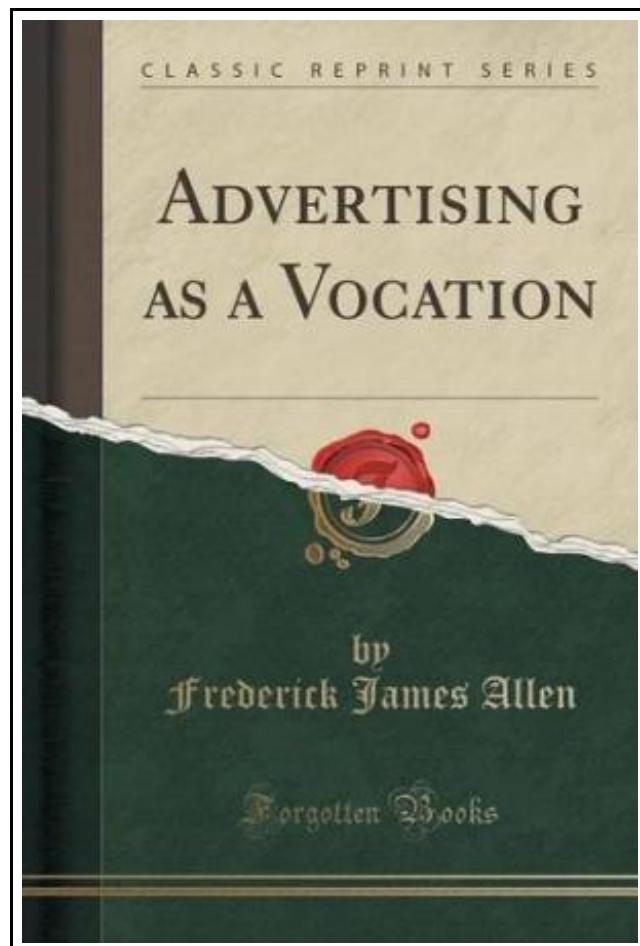


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Forgotten Books, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. Excerpt from Advertising as a Vocation It is the purpose of this volume to show the nature, the growth, and the probable future of advertising as a department of the business world, the divisions and extent of the field, the many kinds of mediums employed to reach the buying public, and the various opportunities for employment to be found in publicity work, from the highest positions down through the business routines. Especial emphasis is placed upon the demands made upon the individual, the conditions generally recognized as necessary for success, and the rewards that may be found in this vocation, - or the more vital facts that should be known by the vocational counselor, the parent, the young man or young woman, and the boy or girl who wishes to know whether to enter the occupation, or to prepare for it in the school and college courses recently established. It is, then, our purpose to present clearly the important facts that characterize advertising as a vocation. Many books by advertising men, of the highest authority in divisions of the field or in the general field, have been written on the various phases of advertising, for the conduct of business and for persons already engaged in it. Yet none of these books presents it distinctly as a calling to be desired by some or avoided by others of the young workers of the world. About the Publisher Forgotten Books publishes hundreds of thousands of rare and classic books. Find more at This book is a reproduction of an important historical work. Forgotten Books uses state-of-the-art technology to digitally reconstruct the work, preserving the original format whilst repairing imperfections...

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