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## Productive Advertising (Classic Reprint) (Paperback)

By Herbert William Hess

Forgotten Books, United States, 2016. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Excerpt from Productive Advertising The most difficult problem that a student of advertising has to face in attempting to gain a knowledge of the principles involved, is that kind of information which is logical in development and which leads him into a comprehensive evolutionary appreciation of the relations which exist This book has been written with the idea of giving to the beginner in advertising a logically discussed text, which includes: first the psychology of advertising; second, the typography of advertising; third, the English of advertising; fourth, the economic implications of advertising; and fifth, throughout the entire work there is insisted upon, a certain philosophical interpretation of all the principles involved, which the progressive advertiser must ever observe in connection with any creative work he might attempt to perform. Furthermore, there is an insistent demand that the student recognize the relationship between theory and practice as related to advertising. In other words, the principles as discussed with their suggested problems should reveal at least two things to the student who has faithfully carried out the foregoing outline:...



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