



Author: Linda Fulkerson
Category: Business Marketing
Print ISBN:
Publisher:

About Book

Advertising is based on fixed principles and reasonably exact science. The causes and effects have been analyzed until and are well understood. The correct methods and procedures have been proved and well established. We know what is most effective, and we act on basic law. Advertising, once a gamble, has thus become, under able direction, one of the safest business ventures. Certainly no other enterprise with comparable possibilities need involve so little risk. Therefore, this book deals, not with theories and opinions, but with well-proved principles and facts. It is a book for students and a safe guide for advertisers. Every statement has been weighed. The book is established on fundamentals.