



Ad Sense Volume 18; Devoted to the Interests of Buyers of Advertising (Paperback)

By Books Group

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. 1905 Excerpt: . critics of advertising. All is grist that comes to their mills for this reason, the advertiser minus the knowledge should consult the man with the knowledge. 2nd. Poor mediums. It is to be regretted that poor mediums are suffered to exist, and still they do exist in hundreds and thousands--poor mediums in every sense of the word, poor quantity of circulation, poor quality of circulation, poor literary and news matter, poor management and poor results. A good way to discover a poor medium is to advertise in the suspected publication. The knowledge is costly but valuable. Consulting with the man who knows is a better plan and costs less. 3rd. Poor copy. This subject is too broad for discussion here. Poor copy has as many legs as a centipede, any number of which may be cut off still allowing the creature to exist. Poor copy...



Reviews

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-- Jarrell Kovacek