



The Two Sides of Santa (Paperback)

By Michael D Mitchell

Outskirts Press, United States, 2011. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.The Two Sides of Santa We all know about Santa and his interaction with children. What you don't know is the commercial side. How Santa is used for marketing. Millions of dollars ride on debriefing sessions You will be surprised how Santa's are chosen more on their ability to remember and retain information than their jolly demeanor. Follow Tom, a normal hard working father who needs to make a few extra dollars for Christmas. He applies for a Santa position at a well known department store and after being accepted to go through the training phase, quickly learns that there is much more involved than just saying Ho Ho Ho. You will laugh and cry as he goes thru the Christmas season and you decide whether it was worth it or not.

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