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Advertising as a Vocation (Classic Reprint)

By Frederick James Allen

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...



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