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Principles and Practice of Advertising

By Gerald Bertram Wadsworth

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Excerpt: . SECTION 1 COMMODITIES The Advertising Man has to consider commodities from three main or general viewpoints. First, Commercial Considerations, which are those that relate to commodities in general. Second, Material Considerations, which are those that relate to commodities in particular. Third, Monetary Considerations, which are those that relate chiefly to the distinction between Price and Value and the conditions which are responsible for the distinction. CHAPTER I COMMERCIAL CONSIDERATIONS The commercial considerations of commodities refer to the relationship between commodities in general and the world of commerce. The advertising man who has a basic knowledge of these important points will be able to make the more specific analysis of a commodity as discussed under material considerations, and which is without question one of the most important steps that are essential to the proper construction and application of advertising. While the subject is one...



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