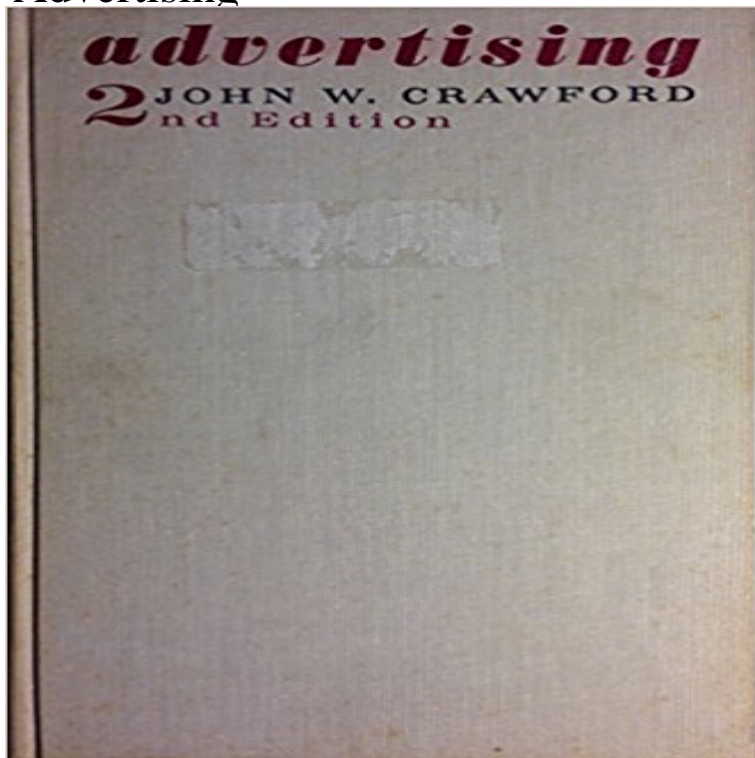


Advertising



This book is intended to lay the foundations of critical judgment and of a sense of responsibility to society for the men and women of management, as well as for those who will be working actively in some aspects of advertising. It provides a basic knowledge of what advertising is, what it does, and how it works. This new edition contains a new chapter on the functions and responsibilities of the advertising manager, another on advertising budgets and appropriations, and a host of new material giving examples of advertising problems, particularly in the area of the small advertiser. Includes many mid-century modern vintage ads from the 1950s and 1960s, including a color insert section.

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