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Reviews

Absolutely among the best book We have ever study. It is actually writter in easy words instead of hard to understand. I found out this publication from my i and dad encouraged this book to find out.
(Kristina Rippin)

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Forgotten Books, 2017. Hardback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Excerpt from Advance Copy of Paper on Publicity by the Sub-Committee on Publicity Now forest preservation is insurance and insurance is good business. We are Offering the public a commodity that must be paid for in money and careful conduct, and we must convince the public that it is worth the price. We must arrest attention, which is being sought by plenty of competitors. We must hold interest when we get it and make good with our argument. All Of this involves a knowledge of exactly the same elements of human nature, Of the same principles of psychological appeal, that must be the foundation of every successful contest against the inertia of humanity, from the wiles of the side-show barker to the trained persuasiveness of the insurance agent and the publicity devices of the modern advertising genius. We may reach the thoughtful minority by calm logic or appeal to public Spirit, but it is the thoughtless majority that we are really after. What we say to these must be not only what he who runs may read, but what he will read, will remember, and will act upon. The average man does not want mere logic. But if you can stop him a moment, and photograph an idea upon his mind in spite Of him, you not only have the idea there where he cannot get away from it, but he is favorably disposed toward the idea itself For in his mind is also a feeling that it was probably his idea all the time, else he couldn t have responded so quickly - a feeling you don t get when you have to hold a man a prisoner in a corner...



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