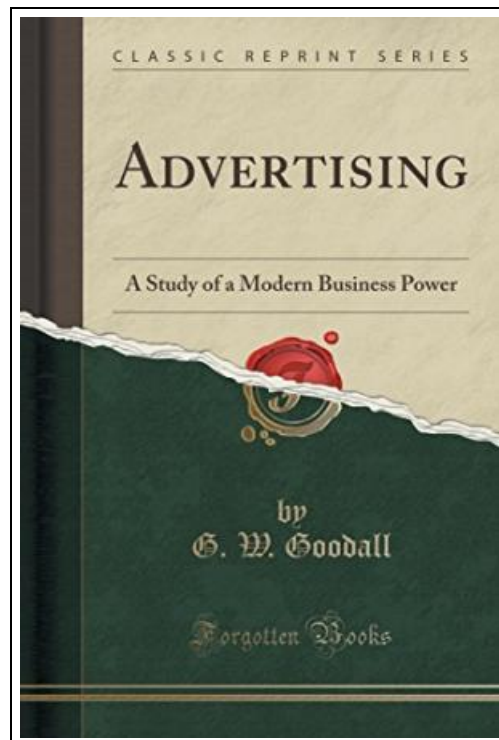


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Forgotten Books, United States, 2015. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Excerpt from *Advertising: A Study of a Modern Business Power* Nowadays, it is becoming more and more clearly recognized that in economics, as in other fields, theory and practice must keep one another within hail. The student must maintain a firm grip on the actual facts of industry, and the business-man must remind himself of the rules and reason of the glorious game of business if each is to contribute his share to what should surely be the object of both - the progressive improvement of our economic organization. If this book, by its descriptions and discussions of one branch of business, is of some little assistance in enabling the scientist and the artist in economics thus to keep within hail, it will fulfil its purpose. Whether or not, however, it proves of service to these two - the student and the business-man - it certainly owes much to both - which brings me to the real reason of this Preface, viz., to make some cordial acknowledgments. The account of modern advertising in these pages is one outcome of a Seminar conducted by Professor Sidney Webb at the London School of Economics, at which plans were made for inquiries into various phases of modern business. About the Publisher Forgotten Books publishes hundreds of thousands of rare and classic books. Find more at This book is a reproduction of an important historical work. Forgotten Books uses state-of-the-art technology to digitally reconstruct the work, preserving the original format whilst repairing imperfections present in the aged copy. In rare cases, an imperfection in the original, such as a blemish or missing page, may be replicated in our edition. We do, however, repair the vast...

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