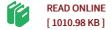


Salesmanship in Print A Course in Writing Printed Salesmanship a Course in Selling Printed Salesmanship Volume 2-24

By Robert Ruxton

RareBooksClub. Paperback. Book Condition: New. This item is printed on demand. Paperback. 52 pages. Dimensions: 9.7in. x 7.4in. x 0.1in. This historic book may have numerous typos and missing text. Purchasers can usually download a free scanned copy of the original book (without typos) from the publisher. Not indexed. Not illustrated. 1922 edition. Excerpt: . . . skeletonized though it is; the writer worked from Postum to Nature before he crystallized his message; the message works from Nature to Postum, however. There are limiting zones with this method, of course. Huxley spent the entire time allotted to the lecture in taking the audience back to those magnificent generalizations whence sprung creation itself. If he were selling a specific product like crayons he would not want to go back to such distant boundaries, but with a few deft strokes would start somewhere near his subject (as nearly as he could get in terms of common or usual interest) and as deftly link up. The Postum announcement is not held up as a model of perfection but it illustrates the process. It comprises in all 258 words. Postum is not mentioned till the I 59th word. The division here is I59 words for...



Reviews

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