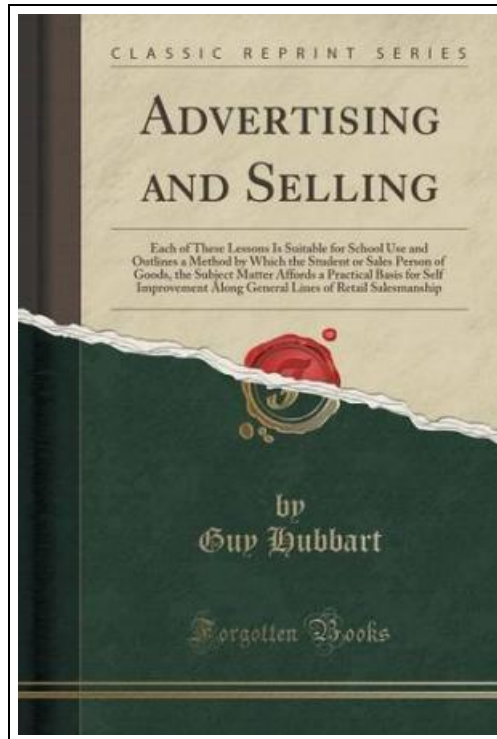


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Forgotten Books, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Excerpt from Advertising and Selling: Each of These Lessons Is Suitable for School Use and Outlines a Method by Which the Student or Sales Person of Goods, the Subject Matter Affords a Practical Basis for Self Improvement Along General Lines of Retail Salesmanship Mr. Hubbart, the author of this book, is so well known as an authority in the field of advertising and salesmanship, that he needs little introduction to any person engaged in either of these two professions. As an educator it is probably safe to say that he has taught more young men and women the fundamentals of advertising and selling than any other teacher in the United States. As chief instructor in Columbia University School of Business, Mr. Hubbart has personally trained more than 2,400 salesmen and sales managers, and his success has been in a large part due to the fact that his knowledge of his two chosen subjects was learned through practical experience. He is a graduate of the University of Illinois and entered the advertising field on leaving college because of a genuine love for the work. It was for this reason that he rapidly forged to the front and in a very brief time became advertising manager for one of the best known stores in the Middle West. His reputation as an advertising man and sales executive grew rapidly, and for many years he was employed as an expert adviser by some of the most famous stores in the country. As a teacher, Mr. Hubbart originated and developed the Idea-and-merchandise method which is now in use in virtually every important business school in the United States. The major portion of...

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