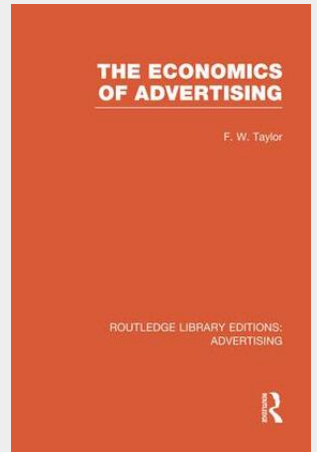


Taylor

The Economics of Advertising

What is the economic justification of advertising? Is it a vital energizing force in industry, or does it represent a serious waste of money and effort? The great increase in the volume of publicity in modern times is causing people to wonder what its final outcome will be, and whether it is a development to be welcomed or regarded with suspicion. First published in 1934.



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