

# MASTERS OF ADVERTISING COPY

Edited by  
J. George Frederick

ROUTLEDGE LIBRARY EDITIONS  
MARKETING



# Advertising Marketing Routledge Library Editions

**J. George Frederick**



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**Industrial Advertising Copy (RLE Marketing)** R. Bigelow Lockwood,2014-10-03 This book provides a detailed explanation of the basic principles that underlie the writing of industrial advertising copy written at a time of tremendous expansion in industrial advertising in the early part of the twentieth century This is a practical textbook of its time covering facts which anyone writing advertising copy should know before attempting to reach industrial markets It highlights key points in the planning and writing of industrial advertising copy with the aim of simplifying the work of the copy writer Although inevitably a product of the time in which it was published this volume nonetheless contains many valuable tenets of advertising which remain a core part of modern advertising theory *Industrial Advertising Copy* Richard Bigelow Lockwood,2015

**Masters of Advertising Copy (RLE Marketing)** J. George Frederick,2020-03-27 This book collects together pieces by significant figures in American advertising including George L Dyer who at the time of his death left almost no other written record of his point of view There is a substantial introduction by the editor which interweaves the history of advertising with the history of the era of American industrial coming of age touching not only on the impact of mass production but also the beginnings of corporate social responsibility *The Early Advertising Scene (RLE Marketing)* Harden B. Leachman,2014-09-15 Few of us realize how many of our modern comforts we owe to advertising This fascinating volume provides a history of early American advertising in a pre regulation age when all manner of schemes thrived in an advertising free for all As well as examining advertising techniques at the turn of the twentieth century the book also discusses practices and conditions in the fields of advertising newspaper and magazine publishing manufacturing and merchandising *The Early Advertising Scene* ,2015 *Masters of Advertising Copy* Justus George Frederick,2015

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*Advertising Today and Tomorrow (RLE Advertising)* W.A. Evans,2013-05-02 Advertising Today and Tomorrow surveys the structure and function of modern advertising and in particular the modern advertising agency investigates how appropriate its machinery is for modern business requirements and suggests how both for the good of itself and its clients it can best equip and refine itself for the future It is of great use to students of business particularly of marketing in the colleges universities and business schools as well as being of great help to young people seeking to make advertising their career First published in 1974 *Outdoor Advertising (RLE Advertising)* Richard Nelson,Anthony Sykes,2013-05-02 The poster as we know it dates from the Industrial Revolution although one form of outdoor advertising has existed for many centuries Industrialisation meant that producer became separated from consumer while production for mass consumption rapidly

increased so that a development was necessary in the methods employed in bringing to public notice the merits and very existence of many goods Billsticking began a business rife with skulduggery and in the second half of the nineteenth century an enterprising billposter took the step that changed outdoor advertising forever he rented a site From there the industry has grown apace and Outdoor Advertising makes sense of these changes by looking at its practical side the contractor the agent the designer and the planning side including site selection as well as looking at specific campaigns and how their audience have received them This then is a book about outdoor advertising its design and colourful presentation its place in the advertising and marketing story First published in 1953      *Routledge Library Editions: Advertising* ,2021-07-14 Routledge Library Editions Advertising brings together as one set or individual volumes a series of previously out of print classics from a variety of academic imprints With titles as varied as Advertising and Psychology Advertising in the 21st Century Outdoor Advertising and The Economics of Advertising this set provides in one place a wealth of important reference sources from a wide range of authors expert in the field      **The Business of Advertising (RLE Advertising)** Clarence Moran,2013-05-02 The Business of Advertising outlines the practice of the advertising trades some of the more important restrictions on advertising and a few of the questions which arise in connexion with the business First published in 1905      *Advertising for Account Handlers* Nigel Linacre,2015      **The Advertising Agency (RLE Marketing)** Floyd Y. Keeler,Albert E. Haase,2014-09-19 This book discusses the challenges of running an advertising agency in the early part of the twentieth century and examines the organization and operation of such agencies in great detail One of the earliest manuals on planning and operating an advertising agency this book was also one of the first to illustrate the vital part that advertising plays in the successful business using six American advertising agencies as its sources      **Industrial Advertising Copy** R. Bigelow Lockwood,2015 This book provides a detailed explanation of the basic principles that underlie the writing of industrial advertising copy written at a time of tremendous expansion in industrial advertising in the early part of the twentieth century This is a practical textbook of its time covering facts which anyone writing advertising copy should know before attempting to reach industrial markets It highlights key points in the planning and writing of industrial advertising copy with the aim of simplifying the work of the copy writer Although inevitably a product of the time in which it was published      Routledge Library Editions: Marketing (27 Vols) Routledge,Taylor & Francis Group,Various,2014-08-21 This set covers books originally published between 1925 and 1995 written and edited by authors from both sides of the Atlantic The set covers marketing theory strategy and organization budgeting and market research Particular volumes focus on specific industries such as tourism and pharmaceuticals whilst other volumes are devoted to specific sub fields of marketing such as advertising A solid collection covering 70 years of marketing literature showing how the discipline has evolved      *Advertising for Account Holders (RLE Marketing)* Nigel Linacre,2014-09-15 The account handler is a key person within an advertising agency liaising between the client on the outside and the planning creative and media function within This book presents essential checklists

for each aspect of the planner's role presentations made to clients briefing creative and media teams and helping to get the best out of both client and agency

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*The Advertising Agency* Floyd Y. Keeler, Albert E. Haase, 2015

**The London Property Market in AD 2000** C. Darlow, 2013-02-01 This unique forecast of the shape of the property market of the future includes 22 individual research contributions by leading private practice institutional and academic research departments and by other expert commentators All the major components of the property mix retail commercial industrial residential and leisure are considered in detail Leading professionals also give their views on the investment strategies of the future funding options public sector involvement property management and agency practice Although this research concentrates on London and the South East of England the trends it reveals and the options it suggests are relevant to all major conurbations There are important lessons here for every property professional wherever based This book was first published in 1986

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