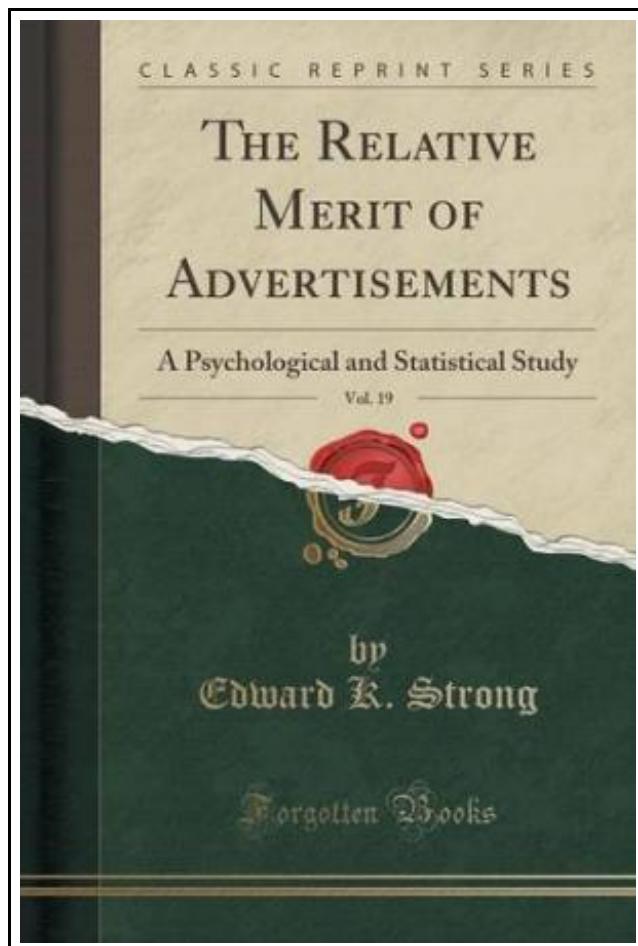


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Forgotten Books, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Excerpt from The Relative Merit of Advertisements, Vol. 19: A Psychological and Statistical Study Advertising is an integral part of business to-day and is rapidly becoming more and more important. There seems to be no limit either to the extent of its usefulness or to the ingenuity displayed in presenting its message in new and attractive forms. Its tremendous significance financially is evident from the fact that, according to different estimates, from \$600,000,000 to \$1,000,000,000 are spent in this country every year in various phases of advertising. Surely, any aspect of our national life involving such sums warrants careful and detailed study. One of the few things that all advertisers are agreed on with regard to their business is that a large percentage of the money and energy expended is wasted. The International Correspondence School, for instance, estimates that 18 per cent, of newspaper advertisements are entirely worthless and that only 15 per cent, can be called good advertisements. A very conservative estimate of the yearly loss in this country would be \$200,000,000. Whatever the loss it is not due simply to inexperience and carelessness. Even among the best laid plans prepared by experts losses occur. One of the reasons for this condition is the extreme difficulty of estimating even approximately the actual results from advertising campaigns. To determine the value of any one of a set of advertisements used in a series is almost impossible. Keyed results of various types are used, but there is the greatest diversity of opinion as to their value. Undoubtedly experience is the best teacher. But where there are so many factors to be evaluated and where they are combined in...



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