

# **SELLING FORCES**

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Selling Forces by Richard J. Walsh

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**RICHARD J. WALSH**

# **SELLING FORCES**



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**SELLING FORCES**



*Entrance to the Building of  
The Curtis Publishing Company*

TO VIRAL  
ABSTRACTS

17  
SELLING  
FORCES



THE CURTIS PUBLISHING COMPANY  
INDEPENDENCE SQUARE PHILADELPHIA

UNIV. OF  
CALIFORNIA

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*San Francisco office to be opened in the  
fall of 1913, under the management of  
Mr. Everett Sisson*

*Gift of Publisher.*

TO VNU  
ANNOUNCED





## FOREWORD

*The most intricate machinery, the most startling invention, the most successful government, the profoundest philosophy, all are merely applied common sense—the logical use and combination of simple axiomatic truths*

**T**HIS book is addressed to manufacturers by manufacturers who have successfully employed the methods which it discusses.

It has three objects:

To present to those who can make profitable use thereof, our views on the subject of efficient national advertising.

To contribute, so far as we may, to the literature of an aspect of modern business life which, in spite of its manifest significance, is at present too little understood.

To place in convenient and readable form the actual facts about the advertising facilities which our publications have to offer.

The book is directed chiefly to the man who, knowing little about this great force of modern merchandising, wants to know more.

It is not for the expert or for the advertising fraternity. We do not presume that it will be of importance to the man who has given careful study to advertising, nor can it contain much that is new to him. If, however, it should in any way be helpful to those who already know, we shall be very glad.



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