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consumer derives more satisfaction from the use of advertised goods"; (8) "By making possible large-scale production and distribution advertising lowers costs"; No generalization is possible.; The difficulty of measuring the influence of advertising on costs.; Advertising sometimes reduces costs.

Types of large-scale businesses. Unused productive capacity; Advertising and large-scale distribution; The relation between large-scale operation and costs.; Some difficulties of mass production and distribution; (9) "Advertising increases demand"; Department stores; Chapter Four Criticisms of Advertising (1); (1) "Advertising raises prices"; Price may not be limited by normal cost of production.; Competition in price and in quality; Determining the advertising appropriation.; The co-ordination of advertising and marketing; Chapter Five Criticisms of Advertising (2)

(3) "Advertisements do not give adequate and reliable information about goods" Part Two Advertising and the Community; Chapter Six Some Social Criticisms of Advertising; The Power of Advertisers to Mould Opinion; Chapter Seven The Press and Advertising; The Commercialization of the Press; Advertising and Editorial Policy; Chapter Eight The Relation of Advertising to Some Modern Developments in Marketing; The Increasing Control of Marketing by Manufacturers; Wholesalers' and retailers' brands; The changing status of the retailer; Price maintenance; Standardization and Branding; Chapter Nine The Organization of the Advertising Business

Sommario/riassunto

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.
