

Selling Smart: How the Magazine Pros Sell Advertising

Ellenthal, Ira

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RJ Alexander



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Selling Smart Ira Ellenthal,1982-04-01 Marketing & Media Decisions ,1982 **Getting Into Advertising** David Laskin,1986 Advertising & Selling Magazine ,1920 Making it in the Media Professions Leonard Mogel,1988

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New York magazine was born in 1968 after a run as an insert of the New York Herald Tribune and quickly made a place for itself as the trusted resource for readers across the country With award winning writing and photography covering everything from politics and food to theater and fashion the magazine s consistent mission has been to reflect back to its audience the energy and excitement of the city itself while celebrating New York as both a place and an idea

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In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is actually astonishing. Within the pages of "**Selling Smart How The Magazine Pros Sell Advertising**," an enthralling opus penned by a highly acclaimed wordsmith, readers attempt an immersive expedition to unravel the intricate significance of language and its indelible imprint on our lives. Throughout this assessment, we shall delve into the book's central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

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