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## Aesop Glim Advertising Fundamentalist Prentice Hall

**advertising language: the psychology behind the ...** - aesop glim, in his book, 'how advertising is written and why' explained lucidly the secret of successful copywriting. he relies on nine basic appeals: the five senses: touch, ... advertising builds a brand with a set of association, favourable connotation and positive psychological overtones. **writing a report - canada - rbc** - aesop glim, known to advertising men through his articles in printers' ink, advises that, the problem being stated, the person preparing a report should sit down with time to make notes of all he knows about the subject. "don't try to skimp and save words," he advises. "go into detail. enjoy yourself to your heart's **a year for three years december - americanradiohistory** - hat aesop glim (george laflin tiller) is a most erudite and learn- , individual. his selection by the yomen's advertising club o f oronto as speaker marks him un- i} uestionably as a man of distinc- el, although personally i have er heard of him, withal articles earing in "printers' ink." but n, that's not too surprising, for **writing a report - rbc** - aesop glim, known to advertising men through his articles in printers' ink, advises tha' the problem being stated, the person preparing a report should sit down with time to make notes of all he knows about the subject. "don't try to skimp and save words," he **the ticker, february 28, 1950 - cuny academic works** - as aesop glim, at 4 in 4s. his topic for committee sponsors roveh • § registration figures indurate a continu ation of the postwar trend toward a smaller erwottmeot and a- lowering of the 4:1 boy-girl ratio. the number of matriculated students at the school of business has reeeded, to 3347 from a february, 1948 peak of 4,240. the gradu **you as a broadcast employee - americanradiohistory** - f i "broadcasting is an honorable calling, and a unique calling, in that the better you serve your public, the better you are doing your job, and the better you are rewarded for it. "the challenges are great -the tasks formidable -but, oh, how we, the older generation of broadcasters, envy you for what you will do and what

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