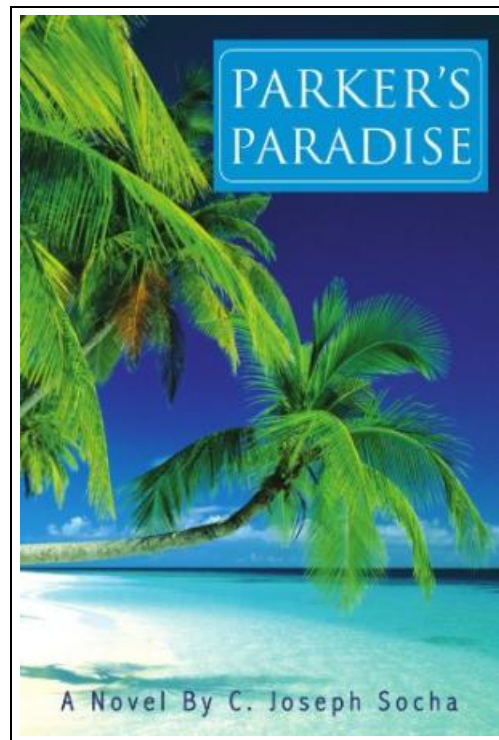


Parker s Paradise



Filesize: 7.62 MB

Reviews

An extremely wonderful pdf with lucid and perfect explanations. I could possibly comprehend every little thing out of this created e pdf. Once you begin to read the book, it is extremely difficult to leave it before concluding.
(Janie Wilkinson)

PARKER S PARADISE



Xlibris Corporation, United States, 2006. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. Parker s Paradise is the author s fifth book, and yet it is about the beginning of his writing career. It s a story about the audio-visual business, sight and sound media that takes place in 1950, at WWII s end. Socha got a lucky break after graduation from college and looking for writing jobs. There weren t any. It was a period where America was getting back into peacetime activity, building new automobiles and replenishing consumer products that were rationed and scarce during the war. And the whole world was rushing into competition for our market. So selling jobs were much in demand. Fortunately, an opportunity opened in the sales training and promotion business. They needed a writer-trainee in the audio-visual industry, someone who would work cheap and learn the business. Joe Socha by-passed a fine paying job as a salesman and took on that trainee position. And that s what this book is about. A special talent is involved in sales training and promotion work. It s not just a matter of writing words. There is the need for applied psychology, being aware of the psychological reasons why people buy. There is knowing how to write copy that is VISUAL, not so easy to do. It is an acquired skill. There is another element involved which separates the men from the boys, as they say. That is to deliver acceptable copy to meet hard deadlines. The author watched many exceptional writers fail because they could not cut the deadlines. Where creativity is involved, it s not a matter of putting in more time to do the job because the mind often tends to rebel...



[Read Parker s Paradise Online](#)



[Download PDF Parker s Paradise](#)

Related eBooks



Crochet: Learn How to Make Money with Crochet and Create 10 Most Popular Crochet Patterns for Sale: (Learn to Read Crochet Patterns, Charts, and Graphs, Beginner s Crochet Guide with Pictures)

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Getting Your FREE Bonus Download this book, read it to the end and...

[Read ePub](#)

»



Learn em Good: Improve Your Child s Math Skills: Simple and Effective Ways to Become Your Child s Free Tutor Without Opening a Textbook

Createspace, United States, 2010. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.From a certified teacher and founder of an online tutoring website-a simple and...

[Read ePub](#)

»



Dracula Investigates the Mummy s Purse

Createspace, United States, 2014. Paperback. Book Condition: New. Andy Bruce (illustrator). 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Count Dracula the greatest detective in Transylvania must face his...

[Read ePub](#)

»



Talking Digital: A Parent s Guide for Teaching Kids to Share Smart and Stay Safe Online

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book. It is time for the digital talk. Today, kids are growing up in a wired world. Their...

[Read ePub](#)

»



Jack Drummond s Christmas Present: Adventure Series for Children Ages 9-12

Createspace, United States, 2013. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.A very warm welcome to Jack Drummond s Christmas Present, the sixth book...

[Read ePub](#)

»