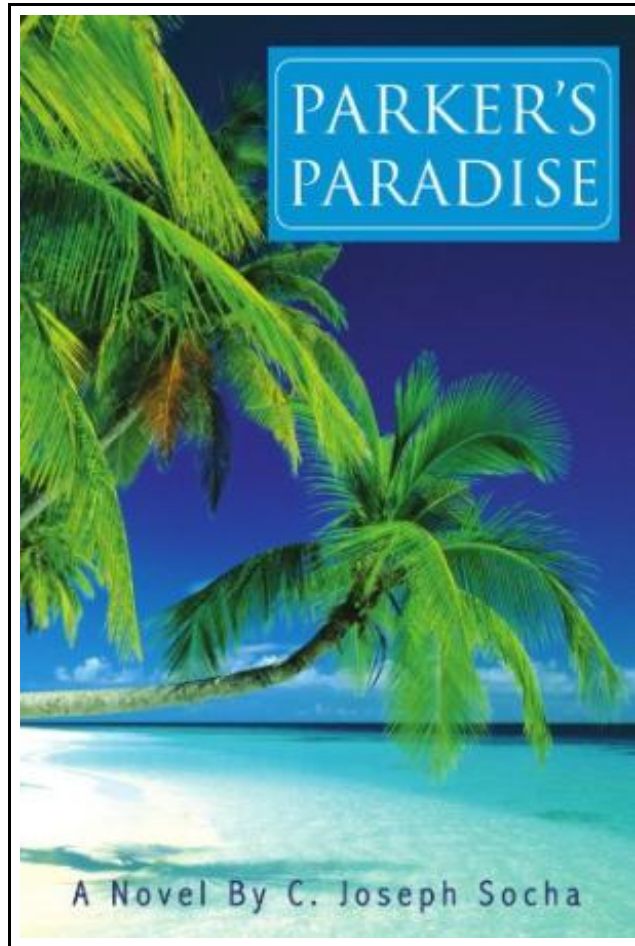


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(Kaya Rippin)

PARKER S PARADISE (PAPERBACK)



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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...



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