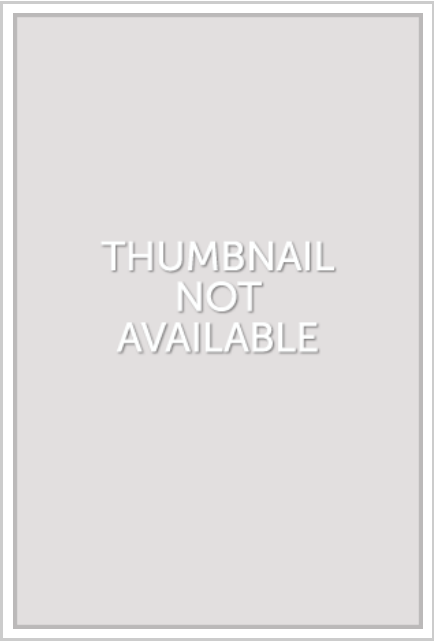


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The Art of Issuing a College Annual, Modern-Business Methods for the Manager, 1918 (Classic Reprint) (Paperback)

By Floyd Bruce Nichols

Forgotten Books, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Excerpt from The Art of Issuing a College Annual, Modern-Business Methods for the Manager, 1918 During the most active part of a student s life, in the time when the most is required of him, comes the school annual with all of its attendant pleasures and difficulties. A meeting of the class is called and in a very brief space of time one student finds himself business manager of a company - the class - that has decided to edit and publish the largest and best annual that this particular school has ever issued. This manager, and likewise the editor-in-chief, on whom the larger part of the work will fall, frequently are chosen on account of their work in other activities in the school, and not because of special knowledge concerning the publishing business. They usually are the busiest members of the class, yet they must take up this new role - work in which they have had no previous experience - and it is absolutely necessary that they make it a success. I have met these...

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