

People often ask what the advertising business is 10
really like. It is one of the most fascinating and exciting 20
fields of work in the world. Its chief product is ideas, 30
and they are wonderful things with which to work. 40

Using ads, managers try to reach potential clients 50
to get them to buy their goods and services. 55

Workers in advertising plan and prepare the ads 65
and get them before the public. Persons who work 75
long and hard on the job say that they feel advertising 85
is one of the most stimulating ways ever created to 95
earn a living. 98

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