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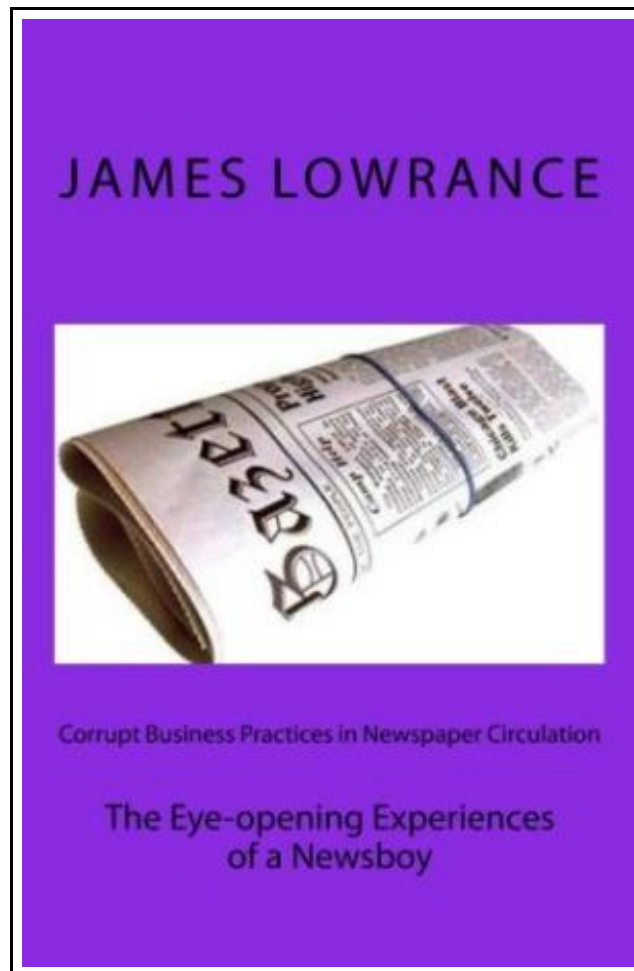
JAMES LOWRANCE

Corrupt Business Practices in Newspaper Circulation

The Eye-opening Experiences of a Newsboy

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CORRUPT BUSINESS PRACTICES IN NEWSPAPER CIRCULATION: THE EYE-OPENING EXPERIENCES OF A NEWSBOY (PAPERBACK)

Createspace, United States, 2010. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****.This book is also a section found in the more comprehensive resource titled: Advice and Cautions for Independent Publishing Authors. While this book is not actually on the subject of indie authoring or publishing, it does relate to it indirectly because some independent authors do indeed write as freelancers for in-print newspapers. I also believe the experiences I relate regarding dishonestly within a newspaper I worked as a distribution agent for, further helps to educate readers, in regard to the types of scams that are perpetrated by those who are dishonest within the publishing world in general. There are many honest and highly ethical people in businesses, and public offices, including those in the newspaper industry but honesty can only maintain an upper-hand when accountability for potential dishonestly remains in place and is practiced when necessary. I also feel that the type practices I describe in the chapters of this book, that I witnessed first-hand as a contract newspaper distributor, including illegitimate methods for increasing circulation by some newspaper companies, is far more common than the general public may realize. This also means that the cost of advertising being purchased from these newspapers, by businesses and consumers is sometimes illegitimately inflated by dishonest companies, based on false circulation numbers. Could it be that this is possibly one of the reasons for the continuing downfall of printed newspapers, with honest ones suffering, along with the dishonest ones? Written by a veteran newsboy with 16 years experience in newspaper sales. TABLE OF CONTENTS: CHAPTER ONE: Why I became a Newsboy CHAPTER TWO: Collection Time Shenanigans CHAPTER THREE: Tucked Away for a Rainy Day CHAPTER FOUR: How to Increase Newspaper Circulation...

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