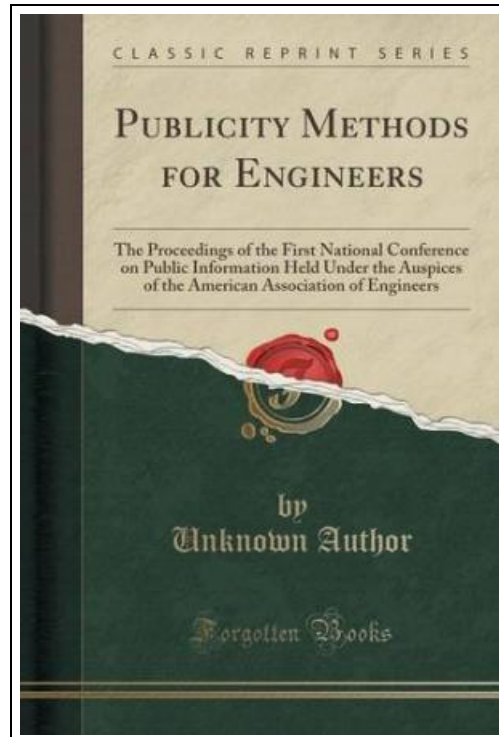


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Forgotten Books, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Excerpt from Publicity Methods for Engineers: The Proceedings of the First National Conference on Public Information Held Under the Auspices of the American Association of Engineers The purpose of this book is to make plain the principles of presenting to the public information about engineers, and to show by cases how this is being accomplished. The book is based upon papers read at the First National Engineering Conference on Public Information held by the American Association of Engineers in Chicago in 1921. Every man who presented a paper was a recognized authority. In these days of general knowledge and quick exchange of information, public opinion influences most undertakings to such an extent that without its support few succeed, while none can withstand its opposition. The best public servants do not allow public opinion to drift in direction or scope; they mold and aggressively direct it like any other energy for the public weal. With methods available, each must discover opportunities. Take, as an example, the engineer in the constantly expanding highway program. He is charged with the responsibility as manager of a big public business involving the expenditure of probably one thousand million dollars or more in the next few years. If his employer, the public, is to be fully served it must have a sympathetic understanding of the work. At every opportunity, therefore, the detail as well as the ensemble of the huge organization should be presented to the public. About the Publisher Forgotten Books publishes hundreds of thousands of rare and classic books. Find more at This book is a reproduction of an important historical work. Forgotten Books uses state-of-the-art technology to digitally reconstruct the...

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