

IN MACMILLAN'S COMMERCIAL SERIES
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Salesmanship

By ROBERT SIMON HOOVER, High School of Commerce,
Cleveland, Ohio

Cloth, 12mo, illustrated, 193 pages, 75 cents

A straightforward presentation of the principles of selling, especially adapted to the use of commercial classes in high schools. It presents the psychology and the ethics of square dealing and gives general principles of salesmanship rather than specific directions for certain cases most of which might never apply to any other.

The illustrations of principles have been drawn from the experience of live salesmen in all lines and they add definiteness to the discussion. The book is full of suggestions also both for the indoor salesman and the traveling man regarding his personal appearance, habits and conduct, his mental attitude and his control over various external circumstances that affect his customer and the success of his canvass.

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