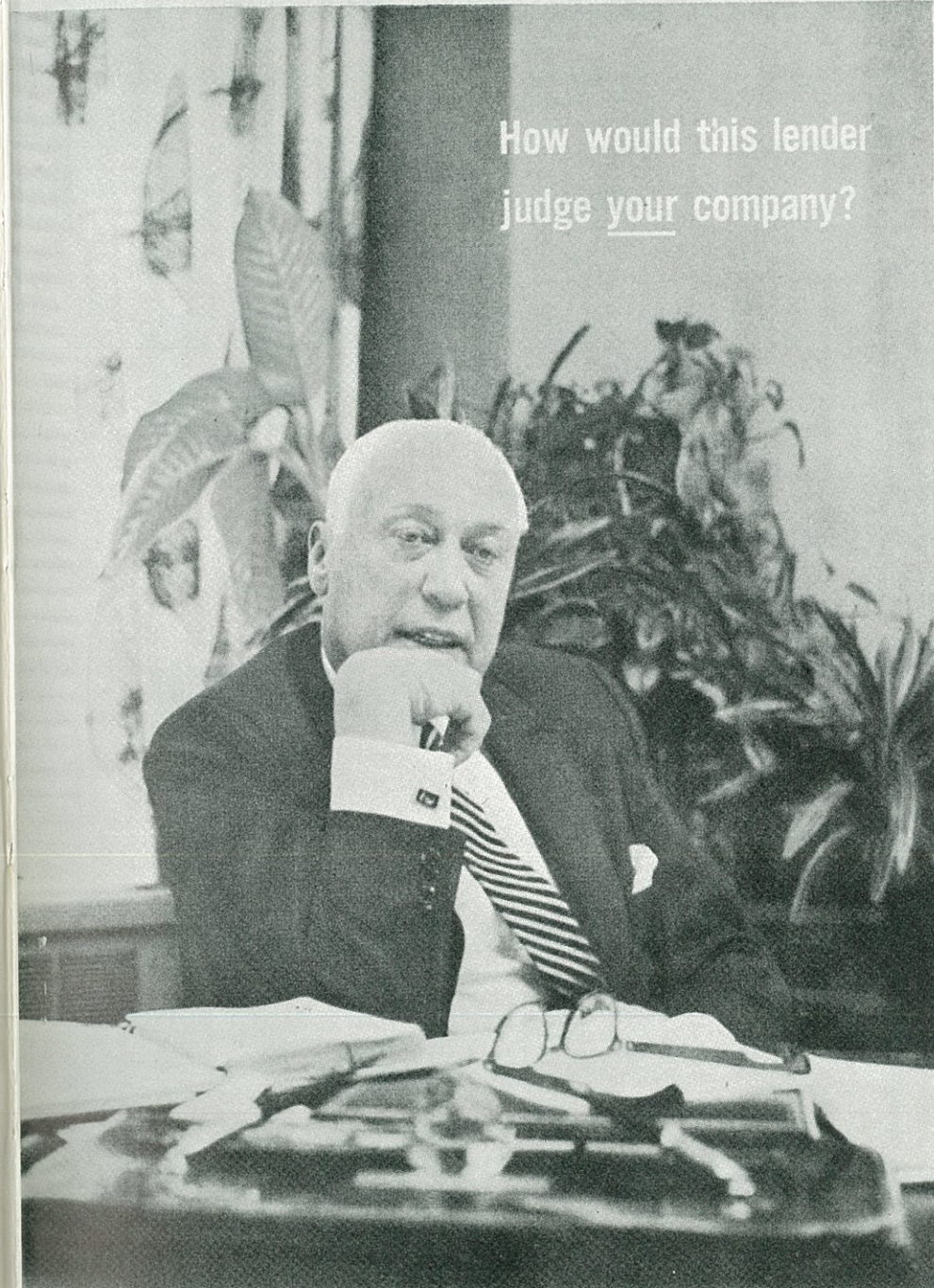


# Management

METHODS

FEBRUARY 1961

PRACTICAL SOLUTIONS TO ADMINISTRATIVE PROBLEMS



How would this lender judge your company?

How to mass produce CREATIVITY

How to fill KEY JOBS with your own people

How to NAME a product

Theodore H. Silbert, President, Standard Financial Corp.

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