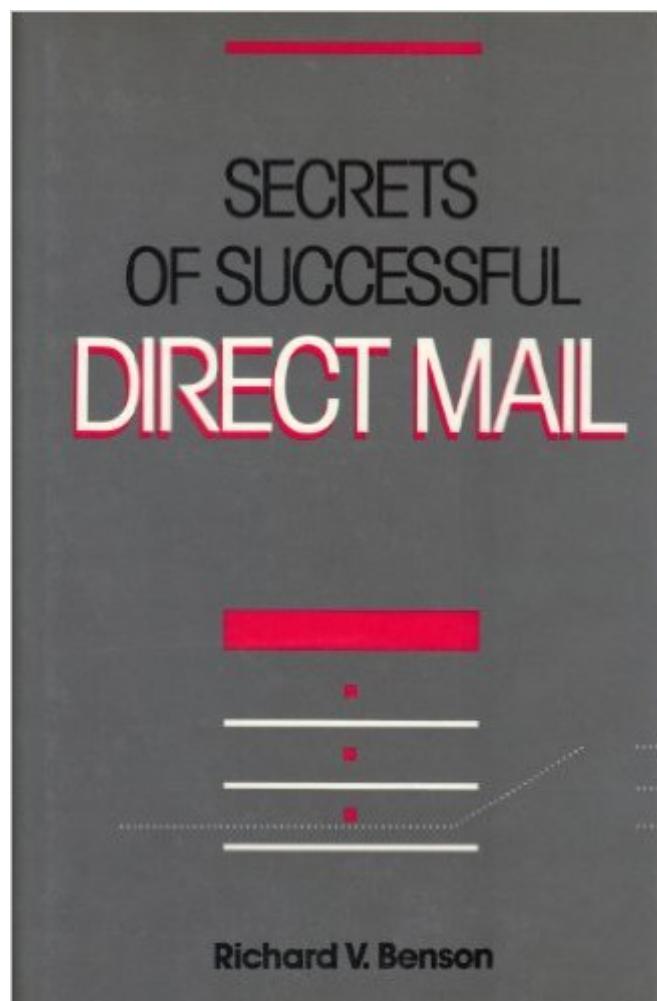


The book was found

Secrets Of Successful Direct Mail



Synopsis

In this book the author takes you through his 40 years of experience as a marketer for, and consultant to, publishers, manufacturers and fund-raisers, stopping along the way to spotlight examples that illuminate his proven theories of marketing.

Book Information

Hardcover: 208 pages

Publisher: Natl Textbook Co Trade (May 1989)

Language: English

ISBN-10: 0844231789

ISBN-13: 978-0844231785

Product Dimensions: 1 x 6.2 x 9.2 inches

Shipping Weight: 1.2 pounds

Average Customer Review: 4.6 out of 5 starsÂ [See all reviewsÂ](#) (7 customer reviews)

Best Sellers Rank: #849,483 in Books (See Top 100 in Books) #83 inÂ Books > Business & Money > Job Hunting & Careers > Business School Guides #392 inÂ Books > Business & Money > Marketing & Sales > Marketing > Multilevel #11530 inÂ Books > Education & Teaching > Higher & Continuing Education

Customer Reviews

This book was written when I was unpacking the first personal computer Neodata had ever purchased. At the time Dick was a client of ours, and he eventually married a good friend of mine. He was by all accounts, a tough, crotchety curmudgeon with a soft heart. As a client, he was fair and he was extremely demanding. He was also brilliant! For those of you who undervalue this book, I say keep it in context and consider the time frame in which the book was written. Direct mail was king, and Dick was one of its masters - particularly when it came to Sweepstakes! He wasn't elected to the Direct Mail Association's Hall of Fame for nothing. I've been in this business for over thirty years and I will always maintain the highest respect for Dick Benson and the knowledge he passed along to many of us. For those of you who don't understand the significance of the DMA Hall of Fame award, read on..."The DMA Hall of Fame is the most prestigious award bestowed in the data-driven marketing industry honoring individuals who have made significant contributions in theory and practice have raised the level of professionalism, inspired future generations and have encouraged marketers to strive for excellence in data-driven marketing. Inductees are mentors, are master collaborators, who have shared knowledge and experience, are ground-breaking builders of

businesses, are creative and have influenced innovative insights into the data-driven marketing business. Inductees are industry leaders who have distinguished themselves from others with their ingenuity and commitment to nurturing the progress of data-driven marketing which inspired many. Inductees are those who have become icons in data-driven marketing.

[Download to continue reading...](#)

Fund Your Cause With Direct Mail: Secrets of Successful Direct Mail Fundraising No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses Secrets of Successful Direct Mail Christmas Mail Order Angels #1: A collection of 6 historical romantic novellas of mail order brides (Mail Order Angels Collection) Successful Business Plan: Secrets & Strategies (Successful Business Plan Secrets and Strategies) Successful Direct Marketing Methods Mail Order Bride: 16 Book Mega Mail Order Bride Box Set: (With A Never Before Released Surprise Book) Mail Order Bride: The Accidental FiancÃ©: A Clean & Wholesome Western Historical Romance (Mail Order Brides of Fort Condor Book 2) Mail Order Bride Box Set - Sun River Brides - 9 Mail Order Bride Stories Collection: Clean and Wholesome Historical Western Romance Box Set Bundle Mail Order Bride: More Than Anything: Clean and Wholesome Western Historical Romance (Mail Order Brides On The Run Book 5) Mail Order Bride: Emily and the Overbearing Mother-in-Law (Mail Order Brides and Mother-in-Laws Book 1) Mail Order Bride: Rain in Kansas: Sweet and Clean Western Historical Romance (A Kansas Mail Order Bride Story Book 11) Delivering Your Mail: A Book About Mail Carriers (Community Workers) Mail Order Brides: Sometimes Love is only an Advertisement Away (9 stories of mail order love) Mail Order Bride: Mega Mail Order Bride 20 Book Box Set (Historical Western Romance) Pioneer Brides - Mail Order Bride 4 Book Box Set (Western Historical Romance): The Rival Bride, Letters of Love, The Mail Order Husband, The Japanese Bride Mail Order Brides Anthology: Leah and Tess Books 1-2 (Montana Mail Order Brides Series) Mail Order Bride: Keeping Her Safe: Clean and Wholesome Western Historical Romance (Mail Order Brides On The Run Book 3) Mail Order Bride: Mail Order Nannies Head West (10 Book Box Set) (Historical Western Romance) MAIL ORDER BRIDE: Mail Order Brides for the Reed Brothers Boxed Set: Clean Western Historical Romance Complete Series With Bonus Book

[Dmca](#)