

## Successful Direct Marketing Methods (Hardback)

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## Reviews

This kind of book is every little thing and made me searching ahead of time plus more. This is certainly for anyone who statte that there was not a well worth reading through. Its been developed in an remarkably straightforward way in fact it is simply following i finished reading this pdf in which really modified me, alter the way i really believe. (Ivy Pollich)

## SUCCESSFUL DIRECT MARKETING METHODS (HARDBACK)



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McGraw-Hill Education - Europe, United States, 2008. Hardback. Condition: New. 8th edition. Language: English . Brand New Book. Direct marketing has grown beyond its roots in traditional mail order to embrace a host of new technologies, customer relationship-building techniques, and performance measures. Today, businesses and nonprofits of all kinds use direct marketing, which now garners 25 of the U.S. marketer s budget, surpassing newspapers and broadcast TV. Hailed as the bible of direct marketing for over 30 years, Successful Direct Marketing Methods has been completely updated and expanded with all the latest tools and techniques needed for success in today s digital, multi-channel marketplace. Written by world-renowned direct marketing experts Bob Stone and Ron Jacobs, the Eighth Edition of Successful Direct Marketing Methods contains major revisions to chapters on the creative process, fully covering the development of direct marketing in the digital age Techniques for optimizing customer acquisition, up-selling and cross-selling, reducing defections, extending loyalty, and improving retention CRM applications, data mining, call center, campaign management, and sales force automation Customer experience management--connecting customers and brands at every touch point Brand building with direct marketing tools and techniques The growth of direct marketing in Europe, Asia, and Latin America Methods of international marketing--both direct and telemarketing Successful Direct Marketing Methods offers professionals a comprehensive roadmap for direct marketing success across today s multiple marketing channels.

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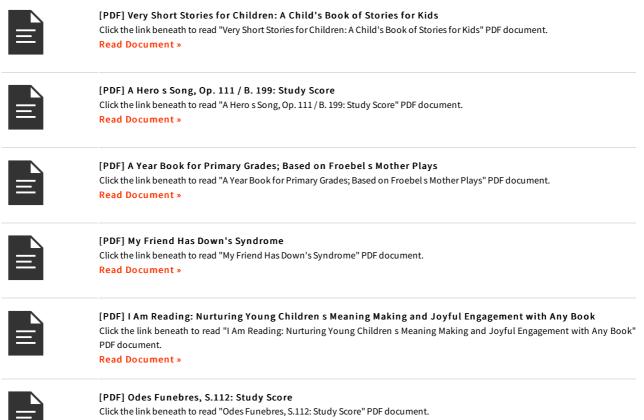
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