



Commonsense Direct & Digital Marketing

Drayton Bird

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For many years, this book has been the authoritative textbook. This new fifth edition marks the 25th anniversary of its first publication, and includes extensive new material on the internet by far the most significant digital medium which is growing faster than all other direct media. The book remains on best-seller after all these years for good reason. It guides you step by step through the intricacies of direct marketing, yet almost reads like a novel. It doesn't just tell you what to do and what to avoid, scores of international case studies show you exactly how.

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