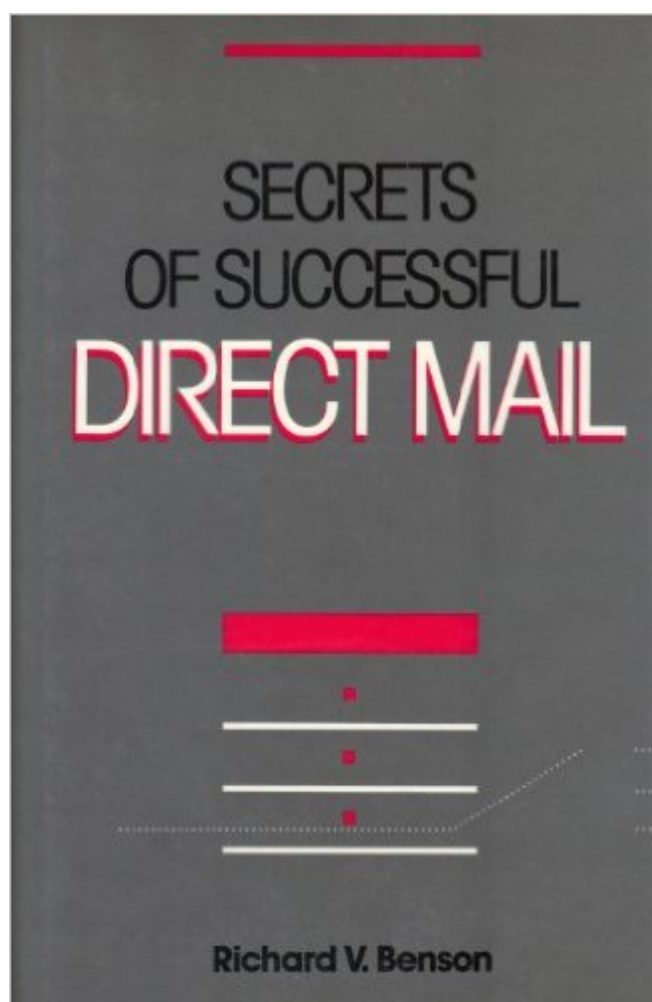


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# Secrets Of Successful Direct Mail



## 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

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

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## 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.

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