

## Successful direct marketing methods : interactive, database, and customer-based marketing for digital age

Stone, Bob, author

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### Abstrak

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, multichannel marketplace. Written by world-renowned direct marketing experts Bob Stone and Ron Jacobs, the eighth edition of Successful Direct Marketing Methods contains the latest strategies on the creative process, fully covering the development of direct mail advertising, catalogs, and print advertising