

DIRECT MARKETING

STRATEGY/PLANNING/EXECUTION

Edward L. Nash

A comprehensive guide
to the art and science
of today's most revolutionary
marketing technology.

CREATE action advertising in direct mail,
newspapers, magazines, phone or broadcast.

PRODUCE mail orders, sales leads,
subscriptions, memberships, contributions,
enrollments, and other responses.

SELL just about anything to just about anyone.

Direct Marketing Strategy Planning Execution

Nat G. Bodian



Direct Marketing Strategy Planning Execution:

Direct Marketing Edward L. Nash,1995 This step by step book explains everything you need to succeed in every aspect of DM from writing a basic marketing plan to writing direct mail copy from planning an offer to planning a layout from designing the product to evaluating the bottom line results You ll discover new analytical methods for forecasting and list selection as well as expert guidance on using and budgeting for DM as part of an overall advertising mix Direct marketing has earned its place in the forefront of advertising and distribution Use it and grow with it All the guidance you need is here in Direct Marketing To reap the full profit potential of direct marketing advertisers must keep on top of the latest changes in this fast moving field without losing sight of the basics Ed Nash s classic Direct Marketing shows how to do it all do it well and do it profitably Thoroughly revised and updated this renowned guide to the art and science of direct marketing now includes in depth information on database marketing the key to new applications in packaged goods automotive and all general advertising DM guru Nash also puts advertisers into the fast lane of the emerging information superhighway with his thorough coverage of computer and video based interactive marketing And if you re considering infomercials you ll learn all about producing testing and fulfilling orders through this specialized media format **Direct Marketing** Edward L.

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