

This definitive reference book on today's most powerful marketing methods

THE DIRECT MARKETING HANDBOOK

Sixty fact-filled chapters by marketing specialists in the field, edited by

EDWARD L. NASH

President, BBDO Direct, Inc.

Foreword by ROBERT H. DeLANE, President, Direct Marketing Association

The Direct Marketing Handbook

**Oregon. State Department of
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U.S. Direct Marketing Law, 1993 *How to Market a Product for Under \$500* Jeffrey Dobkin, 1996 Money is not the criteria for the successful launch of a new product Everything you need to know to bring your product to the attention of a national marketplace for under 500 is included in this book

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