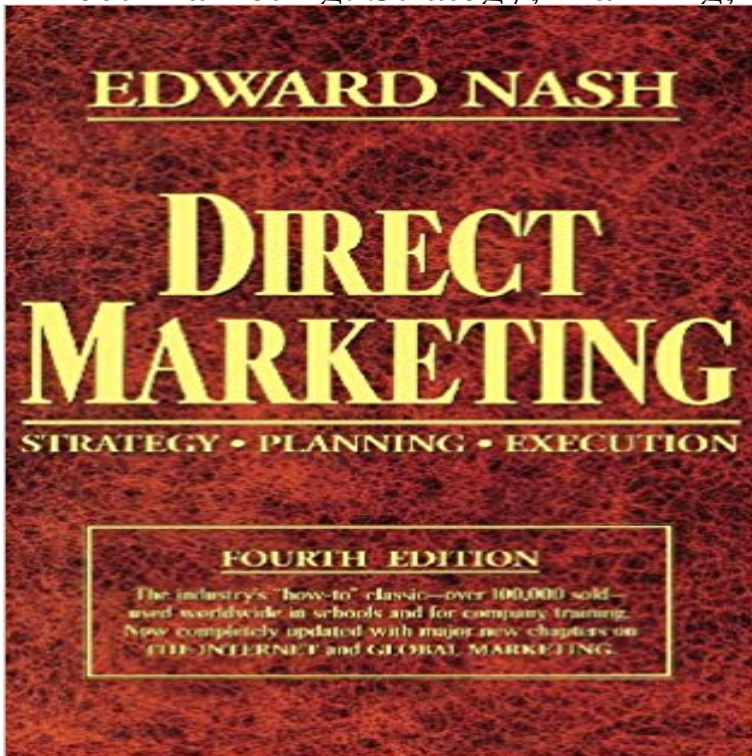


Direct Marketing: Strategy, Planning, Execution



The master strategist of direct marketing has enhanced his classic reference with a wealth of proven direct mail strategies for the Internet age. This eagerly awaited edition adds in-depth information on profitable use of the Web for direct response sales, as well as increased coverage of alternative media, infomercials, telemarketing, and database marketing.

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