



Commonsense Direct & Digital Marketing

Drayton Bird

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Drayton Bird's *Commonsense Direct and Digital Marketing* is not only seen as the authority on direct marketing execution but is also widely appreciated for its engaging, non-nonsense style. The latest edition takes the book into new territory -- the field of digital marketing. It gives the marketer the tools, techniques and structures needed to produce effective and profitable marketing across the direct marketing spectrum, from simple letter to focused web-based campaigns. For anyone involved in direct marketing, this book provides not just the structure for success but also an energizing insight into the techniques behind some of the world's most successful direct marketing campaigns.

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