

D-I-Y Direct Marketing is a straightforward guide on an important subject. In a refreshingly clear and unpretentious manner, Judith Donovan reveals the secrets of her craft as she guides the reader through each step in the process of creating successful DM campaigns. She gives pragmatic advice on:-- list building -- database management -- media buying -- copy and design -- generating response -- making advertising work -- stretching the budget -- using the Web -- measuring response and more.

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