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Motorola is fighting back against junk mail named:x-c v_back:e-i p:e-u-i n:x n.x So much of the stuff poured into its Austin , Texas , offices that its mail rooms there simply stopped delivering it compeu-u-u much-many_a:e-p _ q:i-h-h n:x v:e-i-p p:e-u-i q:i-h-h named:x-c _ n_of:x-i _ q:i-h-h n:x n:x place_n:x a:e-e v_prd:e-h v:e-i-i-i pron:x ARG1) thousands of mailers , catalogs and sales pitches go straight into the trash x:x-i _ n:x _ n_of:x-i _ n_of:x n:x v:e-i x:e-u p:e-u-i q:i-h-h n:x _____and_c Motorola is in good company .
named:x-c _ p:e-u-i a_at-for-of:e-p-i n_of:x-i _ _and_c Businesses across the country are getting fed up with junk mail n.x p:e-u-i q:i-h-h n_of:x-i _ v_state:e-i-h a_with:e-p-i a_with:e-p-i _ n:x n:x _ _ q:i-h-h _ v_to:e-i-h-i pron:x a:e-e _ neg:e-h v_qmodal:e-h _ v:e-i-p-u pron:x a:e-e _ a:e-e Anybody with a mailbox person:x p:e-u-i q:i-h-h n:x v_modal:e-h v:e-i-p x:x a:e-p a:e-p v_cause:e-i-p n_of:x-i _ According to the Direct Marketing Association , total direct mail – to both businesses and consumers – jumped 50 % to 65.4 billion pieces in 1988 from five years earlier p:e-u-i q:i-h-h named:x-c Though direct mail to businesses is n't broken out separately , the association says it 's growing even faster x:e-h-h a:e-p n:x p:e-u-i n:x _ neg:e-h v_out:e-i-i _ a_from:e-e _ q:i-h-h n_of:x-i v_to:e-i-h-i pron:x _ v:e-i x:e-u a:e-i (ARGI) The deluge has spurred cost-conscious companies to action , with mail rooms throwing the stuff out rather than taking the time or money to deliver it . q:i-h-h n_of:x-i _ v:e-i-p a_of:e-p-i n_of:x-i _ v:e-i-h n:x _ x:e-h-h n:x _ x:e-h-h n:x _ x:e-h-h n:x _ v_out:e-i-i q:i-h-h n_of:x _ n:x _ v_to:e-i-p pron:x _ v_to:e-i-p pro it 's like biting the hand that feeds them pron:x _ p:e-u-i v:e-i-p q:i-h-h n:x _ v:e-i-p pron:x because every one of these companies uses direct marketing x:e-h-h q:i-h-h card:i-i-c _ q_dem:i-h-h n_of:x-i v:e-i-p a:e-p v:e-i-p It 's almost impossible to track the number of companies trashing junk mail , since the decision is usually made in the mail room – not the board room – a:e-h a_for:e-h-i _ v:e-i-p q:i-h-h n_of:x-i _ n_of:x-i _ v:e-i-p n:x _ n:x _ x:e-h-h q:i-h-h _ n:x _ a:e-h _ q:i-h-h _ n:x _ n:x _ q:i-h-h _ n_of:x-i _ n:x _ n:x _ q:i-h-h _ n_of:x-i _ n:x And the practice often varies from location to location even within a company c:i-i-i q:i-h-h n_of:x-i a:e-e v:e-i p:e-u-x n:x p:e-u-i n:x x:e-u p:e-u-i q:i-h-h n_of:x-i (ARG1) _rather+than_c But industry executives say businesses seem especially inclined to dump mailers sent to titles rather than to individual names .

c:i-i-i n:x v_to:e-i-h-i n:x v_to:e-u-h-i a:e-e a:e-i-h v:e-i-p n:x v:e-i-ph p:e-u-i n_of:x-i _ p:e-u-i a:e-p n_of:x-i _





