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THE DIRECT MAIL SOLUTION: A BUSINESS OWNER'S GUIDE TO BUILDING A LEAD-GENERATING, SALES-DRIVING, MONEY-MAKING DIRECT-MAIL CAMPAIGN



Entrepreneur Press. Paperback. Book Condition: new. BRAND NEW, The Direct mail solution: A Business Owner's Guide to Building a Lead-generating, Sales-Driving, Money-Making Direct-Mail Campaign, Craig Simpson, Dan S. Kennedy, Fact: More commerce and wealth is created by direct mail than by any other media (true before the internet and true now) Reported in 2013 as the marketing channel that "delivers the best ROI for customer acquisition and retention" by Target Marketing's Seventh Annual Media Usage Forecast survey of B2C, direct...

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