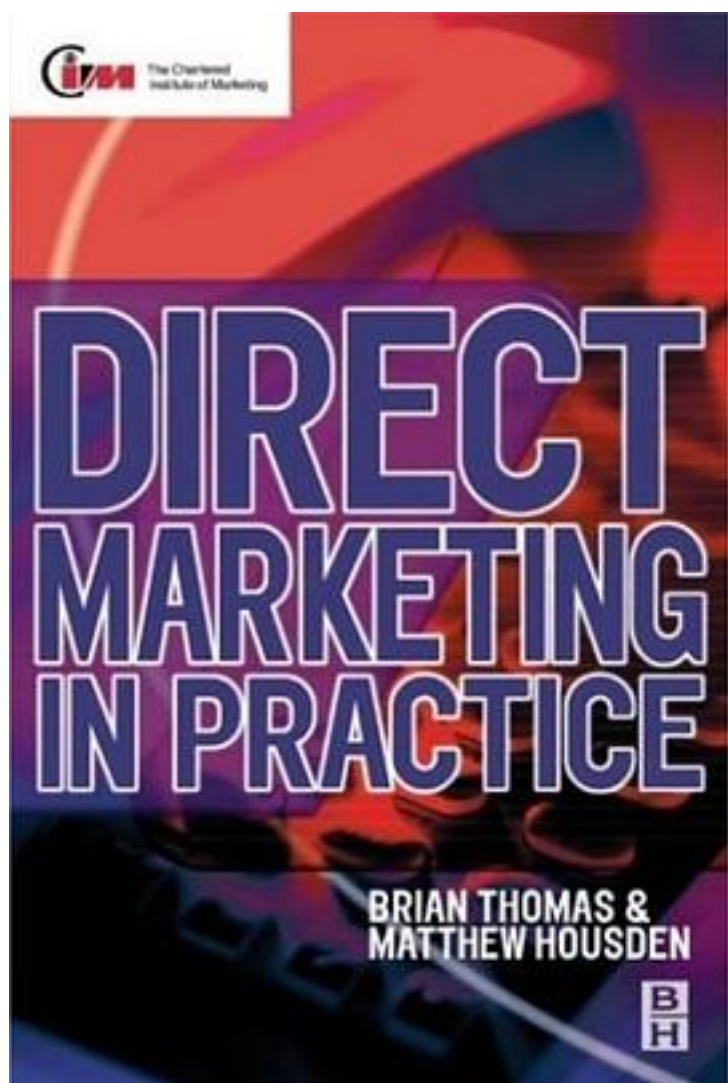


Direct Marketing in Practice (Chartered Institute of Marketing)



[Direct Marketing in Practice \(Chartered Institute of Marketing\) 下载链接1](#)

著者:Matthew Housden

出版者:Butterworth-Heinemann

出版时间:2001-12-15

装帧:Paperback

isbn:9780750624282

"Direct Marketing in Practice" is a practical manual for all managers and marketers getting to grips with the powerful techniques available to skilled direct marketers. The book shows how to: plan a direct marketing campaign; integrate new technology with conventional direct marketing practice; maximise the impact, efficiency and return on investment of your activities; evaluate the success of a campaign - and improve on it next time! Accessible and illuminating, each chapter in the book includes review questions and exercises to help you practice what you have learnt. In addition, the authors have used their considerable experience in the field to assemble many examples of best practice worldwide. These place the theory in a practical, real-world context, and demonstrate what a dramatic effect direct marketing can have on sales and profitability. Those contemplating or starting a career in direct marketing will find "Direct Marketing in Practice" an invaluable guide to contemporary practice. It is essential reading for all undergraduate students of marketing and business, as well of those undertaking professional examinations in this area. It shows how to plan and implement effective direct marketing campaigns. It is a practical manual full of insider-tips on lifting response rates. It includes best practice cases from blue chip companies.

作者介绍:

目录:

[Direct Marketing in Practice \(Chartered Institute of Marketing\) 下载链接1](#)

标签

market

biz

[pdf]

评论

[Direct Marketing in Practice \(Chartered Institute of Marketing\) 下载链接1](#)

书评

[Direct Marketing in Practice \(Chartered Institute of Marketing\) 下载链接1](#)