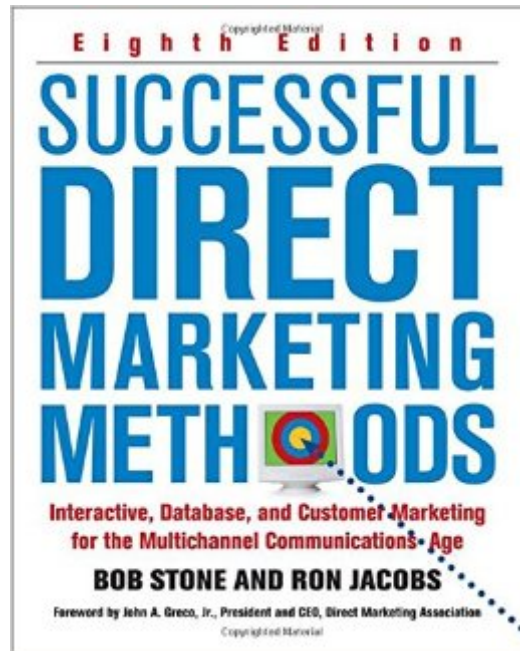


The book was found

Successful Direct Marketing Methods



Synopsis

Direct marketing has grown beyond its roots in traditional mail order to embrace a host of new technologies, customer relationship-building techniques, and performance measures. Today, businesses and nonprofits of all kinds use direct marketing, which now garners 25% of the U.S. marketer's budget, surpassing newspapers and broadcast TV. Hailed as the "bible" of direct marketing for over 30 years, *Successful Direct Marketing Methods* has been completely updated and expanded with all the latest tools and techniques needed for success in today's digital, multi-channel marketplace. Written by world-renowned direct marketing experts Bob Stone and Ron Jacobs, the Eighth Edition of *Successful Direct Marketing Methods* contains major revisions to chapters on the creative process, fully covering the development of direct mail advertising, catalogs, and print advertising. The Eighth Edition also explores such new topics as: The expanding objectives of direct marketing in the digital age Techniques for optimizing customer acquisition, up-selling and cross-selling, reducing defections, extending loyalty, and improving retention CRM applications, data mining, call center, campaign management, and sales force automation Customer experience management--connecting customers and brands at every touch point Brand building with direct marketing tools and techniques The growth of direct marketing in Europe, Asia, and Latin America Methods of international marketing--both direct and telemarketing *Successful Direct Marketing Methods* offers professionals a comprehensive roadmap for direct marketing success across today's multiple marketing channels.

Book Information

Hardcover: 696 pages

Publisher: McGraw-Hill Education; 8 edition (December 5, 2007)

Language: English

ISBN-10: 0071458298

ISBN-13: 978-0071458290

Product Dimensions: 7.7 x 1.7 x 9.7 inches

Shipping Weight: 2.8 pounds (View shipping rates and policies)

Average Customer Review: 3.9 out of 5 stars [See all reviews](#) (12 customer reviews)

Best Sellers Rank: #70,639 in Books (See Top 100 in Books) #59 in [Books > Business & Money > Marketing & Sales > Marketing > Direct](#) #95 in [Books > Textbooks > Business & Finance > Marketing](#)

Customer Reviews

This is a good book for getting an overview of Direct Marketing. It is, however, not up to date. From the time of the last publishing (1996, 6th edition) there have been many changes in the world of direct marketing. Some of the terminology is outdated, especially in the chapter on creative writing. There is no mention of newer types of direct marketing, i.e. Loyalty Programs and the chapter on New Media is thin, with scant info. on the internet. (This review refers to a previous edition of this title.)

It was written before smartphones. As a marketer, you can draw a clear line between "marketing before smartphones" and "marketing after smartphones." This falls into the former. The information is technically correct, just completely outdated.

The book lists and describes the direct marketing media you can use (magazines, newspapers, direct mail, etc), but it doesn't really give an insight on what works, what doesn't. Don't expect to get a good advice on how to write headlines for instance. There are no case studies or examples. If you are a beginner, or a student, it might come handy. I was a little disappointed though.

So many marketers today have 'forgotten' the fundamental testing techniques which build the Mail-Order industry. This book helps you grasp those key concepts. It is more of a text book overview than a how-to guide - but I would start here before diving into building your own direct marketing empire. You might also enjoy *Spinning Straw Into Gold* - more geared to people in the industry already. *Spinning Straw Into Gold: An Executive Guide to the Magic of Turning Data Into Money*

I jumped from the 4th edition to this 8th: the last written by Bob Stone. Full professional and integrated with today's marketing practices. Lots of new information and an internet marketing section that is right on top of today's marketing practices. I actually recommend both the 4th and this 8th edition bought at the same time. There is some repetition from one edition to another but both support each other. A must buy if you're in direct marketing. I like his philosophy of what you read, try to adapt it to your business objectives.

Mr. Stone lays out in complete and easily to understand terms, the essential techniques for planning objectives and strategies and properly using tactics. Every direct marketer has read this book and uses its guidelines for timeless, quality, financially successful direct marketing planning. I encourage you to read it.

[Download to continue reading...](#)

No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) Fund Your Cause With Direct Mail: Secrets of Successful Direct Mail Fundraising Successful Direct Marketing Methods Network Marketing: Network Marketing Recruiting for Facebook: How to Find People to Talk to and What to Say When You Do (MLM Recruiting, Direct Sales, Network Marketing, Home Business) Network Marketing For Introverts: Guide To Success For The Shy Network Marketer (network marketing, multi level marketing, mlm, direct sales) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Internet Marketing For Network Marketers: How To Create Automated Systems To Get Recruits and Customers Online (network marketing, mlm, direct sales, home based business) No B.S. Guide to Direct Response Social Media Marketing: The Ultimate No Holds Barred Guide to Producing Measurable, Monetizable Results with Social Media Marketing Affiliate Marketing: Learn to make crazy money with affiliate marketing today! A step-by-step online affiliate marketing system to make a lot more money ... Online Marketing, Affiliates programs) Network Marketing Success Blueprint: Go Pro in Network Marketing: Build Your Team, Serve Others and Create the Life of Your Dreams (Network Marketing ... Scam Free Network Marketing) (Volume 1) Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For Beginners, Affiliates) 99+ Best Free Internet Marketing Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing, Email Marketing, Content ... (Smart Entrepreneur Guides! Book 2) Seo: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail ... Marketing, E-Commerce, Inbound Marketing) Network Marketing : How To Recruit Prospect Step By Step From Newbies To Professional in network marketing: network marketing, multiple marketing, MLM, ... Step from Newbies to Professional Book 5) FaceBook: The Top 100 Best Ways To Use Facebook For Business, Marketing, & Making Money (Facebook Marketing, Business Marketing, Social Media Marketing) Dyeing To Quilt : Quick, Direct

Dye Methods for Quilt Makers Secrets of Successful Direct Mail

[Dmca](#)