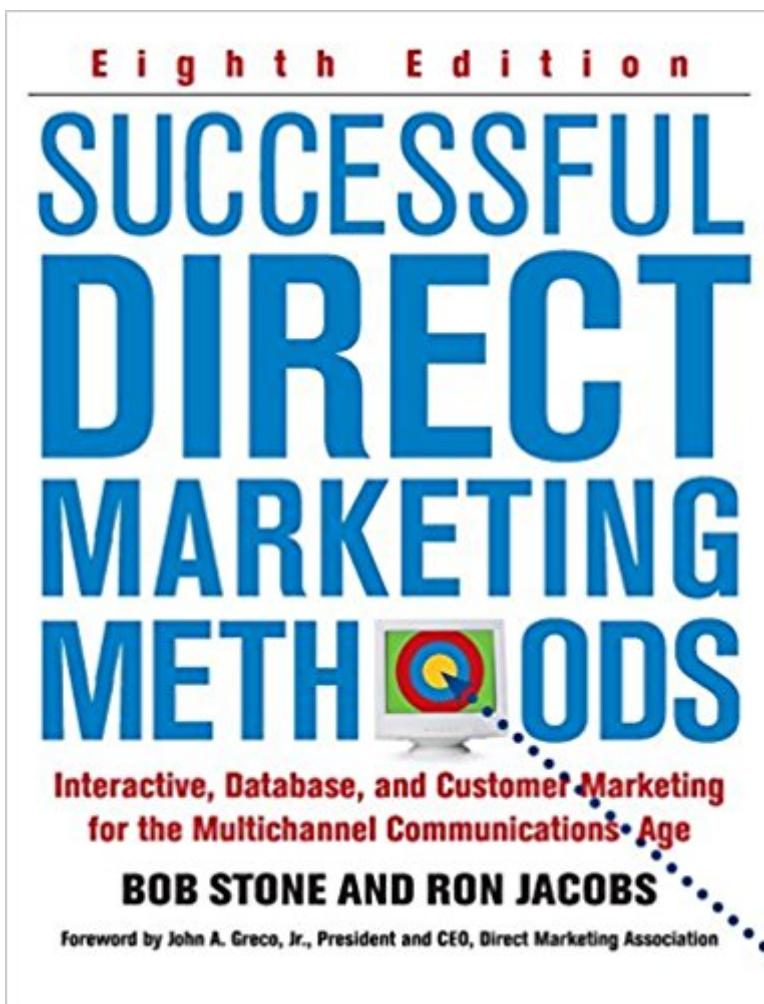


The book was found

# Successful Direct Marketing Methods (Business Books)



## 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

Series: Business Books

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 15 customer reviews

Best Sellers Rank: #111,893 in Books (See Top 100 in Books) #91 in Books > Business & Money > Marketing & Sales > Marketing > Direct #219 in Books > Business & Money > Management & Leadership > Training #263 in Books > Textbooks > Business & Finance >

## Customer Reviews

Ã¢ “The most thorough, straightforward, and informative book available on direct marketingÃ¢ –Ã|As the industry continues to grow, it is essential we have one central resource to fall back upon which clearly states the defining principles, practices, and applications of the direct marketing discipline. This book represents that one key resource for clients, agencies, and students of direct marketing.Ã¢ –Ã• Ã¢ –â ¢John R. Goodman, President, Pareto Marketing, Inc.

Ã¢ “A totally current, authoritative marketing corpus for students and executives alikeÃ¢ –Ã|Stone and Jacobs present a compelling guide to understanding and profiting from the shockwaves of change that have shattered the mass market into pieces as small as a single customer, driving relevancy in marketing and rewriting all the rules.Ã¢ –Ã• Ã¢ –â ¢Daniel Morel, Chairman and Global CEO, Wunderman Ã¢ –Ã¢ –Ã|Bob Stone and Ron Jacobs have done an excellent job of laying out the requirements for the new era of one-to-one marketing online.Ã¢ –Ã•  
Ã¢ –â ¢George S. Wiedemann, former President and CEO, Responsys.com Ã¢ –Å“The single most comprehensive and contemporary tool in direct marketing. It is rich in its coverage of the expanded direct marketing landscapeÃ¢ –Ã|I canÃ¢ –â „ct imagine anyone in direct marketing not finding it indispensable.Ã¢ –Ã• Ã¢ –â ¢Jerry I. Reitman, former Executive Vice President, The Leo Burnett Company, and author of Beyond 2000: The Future of Direct

Bob Stone was the cofounder and Chairman Emeritus of Stone & Adler, Inc., now a Young & Rubicam company. One of the pioneers of direct marketing, he was an eight-time winner of the Direct Marketing Association’s Ã¢ –Å“Best in Industry Award.Ã¢ –Ã• A former director of the Direct Marketing Association, Mr. Stone was one of the earliest inductees into the Direct Marketing Hall of Fame. Ron Jacobs is president of Jacobs & Clevenger, a multichannel, direct marketing communications agency that provides direct, digital, and database marketing services; transactional branding; and customer marketing programs. J&CÃ¢ –â „cs practice areas include cross-channel strategy and planning, implementation, and creative and database optimization. The author of many articles on direct marketing and a frequent speaker, he works with clients and organizations in the U.S. and around the world.

Bought this prior version to save \$\$ and was worth the decision. Hard cover. Most of it aligns with newer version. Highly recommend. Get it while they last!

It's Ok!

Its the textbook required by college... Not fun to read .. Not easy to read too, sometimes its confusing.. But it works ..

I jumped from the 4th edition to this 8th: the last written by Bob Stone. Full professional and integrated with todays marketing practises. Lots of new information and an internet marketing section that is right on top of todays marketing practises. 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're reading, try to adapt it to your business objectives.

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.

I got this class text book for an incredibly inexpensive price. The material and all was included.

Book looks and feels brand new

The next big way to make money....

[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 Successful Direct Marketing Methods (Business Books) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing 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) Network Marketing For Introverts: Guide To Success For The Shy Network Marketer (network marketing, multi level marketing, mlm, direct sales) Social Media Marketing: 3 Books in 1: Social Media Marketing, Content Marketing & Network

Marketing Network Marketing: Go Pro in Network Marketing, Build Your Team, Serve Others and Create the Life of Your Dreams - Network Marketing Secrets Revealed, ... Books, Scam Free Network Marketing Book 1) Email Marketing: This Book Includes Email Marketing Beginners Guide, Email Marketing Strategies, Email Marketing Tips & Tricks 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 Be a Direct Selling Superstar: Achieve Financial Freedom for Yourself and Others as a Direct Sales Leader Affiliate Marketing: Build Your Own Successful Affiliate Marketing Business from Zero to 6 Figures Successful Business Plan: Secrets & Strategies (Successful Business Plan Secrets and Strategies) Social Marketing Profits: Start and Grow a Business via Facebook Shopify or Instagram Local Business Marketing Event Planning: Management & Marketing For Successful Events: Become an event planning pro & create a successful event series Business For Kids: for beginners - How to teach Entrepreneurship to your Children - Small Business Ideas for Kids (How to Start a Business for Kids - Business for children - Kids business 101) ESL Business English: The essential guide to Business English Communication (Business English, Business communication, Business English guide) Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less (Business Books) Strategic Digital Marketing: Top Digital Experts Share the Formula for Tangible Returns on Your Marketing Investment (Marketing/Sales/Adv & Promo) Marketing Campaign Development: What Marketing Executives Need to Know About Architecting Global Integrated Marketing Campaigns

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)