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Direct Marketing in Practice (Chartered Institute of Marketing)

Matthew Housden, Brian Thomas

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Direct Marketing in Practice (Chartered Institute of Marketing)

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Direct Marketing in Practice (Chartered Institute of Marketing) Matthew Housden, Brian Thomas 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 activites
· 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.

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