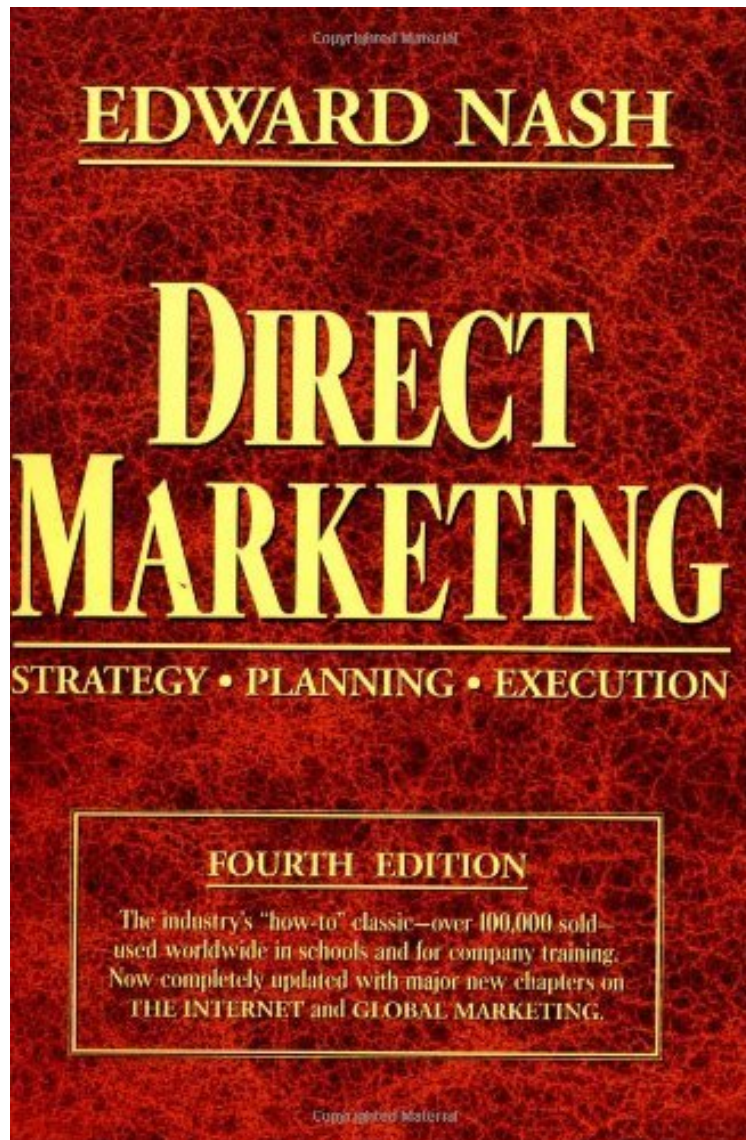


# Direct Marketing: Strategy, Planning, Execution

*Edward L. Nash*

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**Edward L. Nash : Direct Marketing: Strategy, Planning, Execution** before purchasing it in order to gage whether or not it would be worth my time, and all praised Direct Marketing: Strategy, Planning, Execution:

22 of 22 people found the following review helpful. A Must Read for Marketing ProfessionalsBy Robert PinnaWhen I first ordered Direct Marketing it sat untouched on my desk for several weeks. At two inches thick (I measured it), I was dreading another boring tome that took a thousand words to say what could have been covered in ten. When I finally cracked the cover, I was pleasantly surprised. Not only is Direct Marketing devoid of fluff, every word is packed with the insight of a gentleman who has obviously earned his knowledge from the school of hard knocks. As I

continued to read the fourth edition of Direct Marketing I found that it is more than a book on direct mail, it's an essential read on marketing in general.\* Nash makes it easy to understand the importance and mechanics of marketing measurement and metrics.\* While emphasizing the accountability and predictability of direct marketing, Nash does not discount general marketing knowledge.\* Nash makes planning practical and concise. The chapter on marketing plans is the best coverage of the topic that I've seen.\* The Internet and other interactive vehicles are fully embraced.In short, if you're a marketing professional, buy this book.0 of 0 people found the following review helpful. Five StarsBy JEFFREYWHILLSFrom the pro to the know....0 of 1 people found the following review helpful. Perfect condition!By nonmagThe book I recieved was is perfect condition. Did not look like it was opened and read at all. Great book and probably one of the best marketing books I have read so far.

The "master strategist of direct marketing" has enhanced his classic reference with a wealth of proven direct mail strategies for the Internet age. This eagerly awaited edition adds in-depth information on profitable use of the Web for direct response sales, as well as increased coverage of alternative media, infomercials, telemarketing, and database marketing.