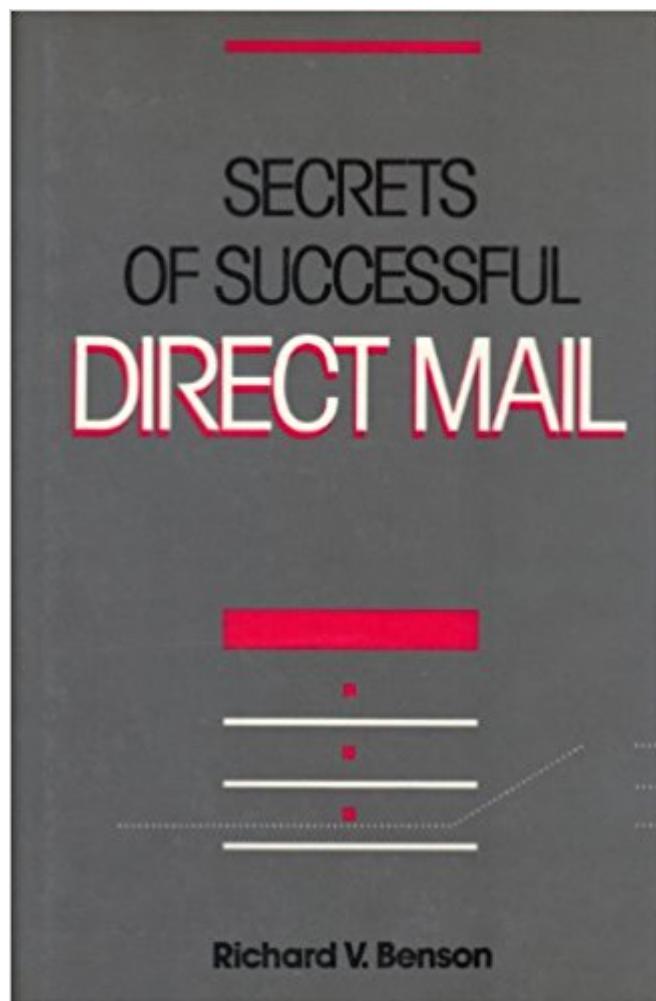


The book was found

Secrets Of Successful Direct Mail



Synopsis

In this book the author takes you through his 40 years of experience as a marketer for, and consultant to, publishers, manufacturers and fund-raisers, stopping along the way to spotlight examples that illuminate his proven theories of marketing.

Book Information

Hardcover: 208 pages

Publisher: Natl Textbook Co Trade; First Printing edition (May 1989)

Language: English

ISBN-10: 0844231789

ISBN-13: 978-0844231785

Product Dimensions: 1 x 6.2 x 9.2 inches

Shipping Weight: 1.2 pounds

Average Customer Review: 4.4 out of 5 stars 7 customer reviews

Best Sellers Rank: #1,305,172 in Books (See Top 100 in Books) #90 in Books > Business & Money > Job Hunting & Careers > Business School Guides #537 in Books > Business & Money > Marketing & Sales > Marketing > Multilevel #16197 in Books > Education & Teaching > Higher & Continuing Education

Customer Reviews

In this book the author takes you through his 40 years of experience as a marketer for, and consultant to, publishers, manufacturers and fund-raisers, stopping along the way to spotlight examples that illuminate his proven theories of marketing.

More for marketing than copywriting

great book written by the great marketing genius, Richard Benson

I've been in the Direct Marketing field for a short time, and I have to say quite bluntly that despite the provocative title, this book does not contain any "secrets" that can't be found in many other sources of DM info. In fact, most of it is DM 101. Or maybe 201 at best. Benson's thin book is a series of short anecdotes, like Aesop's Fables, each ending in a platitude that describes a general principle of DM that has held true for Benson. (Warning: Your Mileage May Vary, especially if you're not a big fan of sweepstakes and reply-card stickers.) Many of the anecdotes throughout the book share the

same principles, and the anecdotes themselves are unsatisfyingly lacking in detail. There is little actionable how-to information in this book -- Benson unapologetically declares himself to be an Idea Guy, leaving the implementation details of copywriting, design, and campaign planning to others. So what we're ultimately left with is a skinny volume of mostly-obvious DM principles wrapped in undeveloped anecdotes, priced like a textbook. Perhaps I'm too demanding, but I want meaty content in the reference books I buy. This one, sadly, is just spareribs.

This book was written when I was unpacking the first personal computer Neodata had ever purchased. At the time Dick was a client of ours, and he eventually married a good friend of mine. He was by all accounts, a tough, crotchety curmudgeon with a soft heart. As a client, he was fair and he was extremely demanding. He was also brilliant! For those of you who undervalue this book, I say keep it in context and consider the time frame in which the book was written. Direct mail was king, and Dick was one of its masters - particularly when it came to Sweepstakes! He wasn't elected to the Direct Mail Association's Hall of Fame for nothing. I've been in this business for over thirty years and I will always maintain the highest respect for Dick Benson and the knowledge he passed along to many of us. For those of you who don't understand the significance of the DMA Hall of Fame award, read on..."The DMA Hall of Fame is the most prestigious award bestowed in the data-driven marketing industry honoring individuals who have made significant contributions in theory and practice have raised the level of professionalism, inspired future generations and have encouraged marketers to strive for excellence in data-driven marketing. Inductees are mentors, are master collaborators, who have shared knowledge and experience, are ground-breaking builders of businesses, are creative and have influenced innovative insights into the data-driven marketing business. Inductees are industry leaders who have distinguished themselves from others with their ingenuity and commitment to nurturing the progress of data-driven marketing which inspired many. Inductees are those who have become icons in data-driven marketing." Dick was a trail blazer, and he was certainly well deserving of every accolade he ever received. Too bad he passed before witnessing the multi-channel explosion of big data. He would have had a blast in this digital world we live in today. Chris Lynde Senior Executive B2B/B2C Database Marketing[...]

Some people can do the same thing for 20 years, and all this means is they have one year of experience, twenty times. Benson, on the other hand, made each day's experience worth a lifetime of wisdom. He gives you all this wisdom on a silver platter, here inside his book. If you use direct mail, it isn't possible for you not to either learn something, or pick up some good tid-bits for you to

use in your next project. Brilliant stuff, for sure.

I designed several successful direct mailing campaigns using Benson's practical information. Easy to read, easy to use. A classic. A basic for anyone interested in bringing a service or product to the attention of consumers.

I read this book again every year. And I pass it on to my staff, my friends, everyone I know in direct marketing. This book, itself, is one of the best kept secrets to successful direct mail.

[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 Secrets of Successful Direct Mail Daily Mail: The Big Book of Cryptic Crosswords 1 (The Mail Puzzle Books) by Daily Mail (2010) Paperback Daily Mail Big Book of Cryptic Crosswords Volume 5 (The Daily Mail Puzzle Books) by Daily Mail (2-Jun-2014) Paperback Mail Order Bride: The Mail Order Bride and the Hunted Man: Sweet, and Inspirational Western Historical Romance (Mail Order Brides and the Marriage Agent Book 4) Be a Direct Selling Superstar: Achieve Financial Freedom for Yourself and Others as a Direct Sales Leader Successful Business Plan: Secrets & Strategies (Successful Business Plan Secrets and Strategies) Facebook Party Secrets of a Million Dollar Party Girl (Direct Sales Success Secrets 2) Facebook Party Secrets of a Million Dollar Party Girl (Direct Sales Success Secrets) (Volume 2) Success Secrets of a Million Dollar Party Girl (Direct Sales Success Secrets Book 1) Successful Direct Marketing Methods (Business Books) The Little Book of Successful Secrets: What Successful People Know but Don't Talk About Mail Order Bride: A Banker's Wife (Mail Order Montana) (A Western Romance Book) Mail Order Brides of Last Chance: A 15-Book Western Romance Box Set (Mail Order Bride) Mail Order Bride: 17 Mail Order Brides: A Western Historical Romance Bundle The Daily Mail: All New Cryptic Crosswords 5 (The Mail Puzzle Books) (Paperback) - Common Mail Order Bride: HUGE Mail Order Bride 20 Book Box Set Mail Order Bride: 30 Marvellous Brides Mega Book (Clean and Wholesome Western Historical Romance): 30 Clean Mail Order Bride Romances Mail Order Bride: 24 Book Jumbo Mail Order Bride Box Set (Includes A Never Before Released Book) Mail Order Brides: Sometimes Love is only an Advertisement Away (7 stories of mail order love)

[Contact Us](#)

[DMCA](#)

Privacy

FAQ & Help