

25th anniversary edition of the worldwide bestseller

# COMMONSENSE DIRECT & DIGITAL MARKETING

5th Edition

Drayton Bird

*"Read it and re-read it, it contains the knowledge of a lifetime."*  
David Ogilvy, founder Ogilvy & Mather



(5/5)

# Commonsense Direct And Digital Marketing

**Bird Drayton**



## **Commonsense Direct And Digital Marketing:**

**Commonsense Direct & Digital Marketing** Drayton Bird, 2007 Demonstrates how to plan and execute profitable direct marketing campaigns using the media of direct mail internet marketing copywriting and design *Commonsense Direct & Digital Marketing, 5th Edition* Drayton Bird, 2007 **Commonsense Direct & Digital Marketing 5Th/Ed** Drayton Bird, 2008-01-01 Commonsense Direct Marketing Drayton Bird, 2000 For many years Commonsense Direct Marketing has enjoyed an unrivalled reputation as the authoritative textbook and latterly as a definitive mini institute The book was first published in 1982 and this new edition upholds the tradition of excellence established in previous editions with the added bonus of a larger easy to read format It also includes extensive material on how to use the Internet as a direct marketing tool In his characteristic and witty style Drayton Bird offers a practical yet entertaining guide to the intricacies of direct marketing Commonsense Direct Marketing is packed with international case studies that show how companies worldwide have implemented the author s ideas and covers a vast range of strategies necessary for a successful campaign Amongst the topics examined are the role of the marketing department how to acquire and keep a customer how to achieve objectives and evaluate results what you should sell how to position product effectively how to choose your agency and how to do without one the Internet the direct marketer s new tool Commonsense Direct Marketing is without doubt mandatory reading for all sales and marketing managers advertising executives and students of marketing throughout the world Drayton Bird has over 40 years experience as copywriter client creative director and latterly as Vice Chairman and Creative Director of the world s largest direct marketing network Ogilvy and Mather Direct Today he runs The Drayton Bird Partnership which handles and advises on direct marketing and undertakes other marketing activities for clients large and small He is also the author of two other best selling books How to Write Sales Letters that Sell and Marketing Insights and Outrages both published by Kogan Page He is an internationally celebrated speaker having addressed audiences in 35 countries **Commonsense Direct Marketing** Bird Drayton, 1994 **Direct and Digital Marketing in Practice** Brian Thomas, Matthew Housden, 2017-06-29 Essential reading for those needing to get to grips with the latest and most powerful techniques available to skilled marketers Direct and Digital Marketing in Practice is the essential manual for all managers marketers and students Incisive and thorough the text has been fully updated to reflect the continuing impact and future implications of the Internet on marketing This new 3rd edition is one of the only comprehensive textbooks written entirely by current practising professionals It explains in detail the powerful offline and online techniques available to direct marketers today Direct and Digital Marketing in Practice covers vital issues such as the new marketing landscape gaining customer insight maximising returns on marketing investment integrating traditional and digital media campaign planning and budgeting offline and online metrics testing and statistics and developing compelling propositions Direct and Digital Marketing in Practice is an ideal reference tool presenting detailed explanations of key concepts with practical examples and case studies The book

ensures that each point is relevant and memorable and made in a real world context Written for managers looking to expand and enhance customer reach students on MBA courses and those taking professional qualifications the book provides an invaluable and up to date guide to marketing best theory and practice in our increasingly digital and online age

**BUSINESS Essential** Bloomsbury Publishing,2015-03-20 The abridged updated edition of international bestseller BUSINESS The Ultimate Resource This essential guide to the world of work and careers is crammed with top quality content from the world s leading business writers and practitioners Now in a handy paperback format it is ideal for time pressed managers small business owners and students alike A free eBook will be available for purchasers of the print edition This book includes Actionlists more than 200 practical solutions to everyday business and career challenges from revitalising your CV to managing during difficult times Management library time saving digests of more than 70 of the best and most influential business books of all time from The Art of War to The Tipping Point We ve read them so you don t have to Best Practice articles a selection of essays from top business thinkers Business Dictionary jargon free definitions of thousands of business terms and concepts Gurus explanations of the lives careers and key theories of the world s leading business thinkers

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Laurie Young,2011-04-22 This book written by a senior marketer with over thirty years experience of using marketing techniques and concepts sets out to describe contextualize and rate them Its prime emphasis is on understanding their status so that they can be used to direct the use of shareholder funds effectively Its conclusion is that seasoned professionals must use their judgement about when and how to use them but they also need to understand them in depth if they are going to make well rounded effective investment decisions Above all it asks how useful and relevant is this concept Will it improve decision making Does the damn thing have any credibility and does it work This book combines a rigorous review of a wide range of marketing concepts with many practical examples and case studies It can be read or dipped into both by seasoned

professionals and by those just embarking on their marketing career Sir Paul Judge President Chartered Institute of Marketing Laurie Young casts an experienced and skeptical eye on many cherished marketing concepts and techniques He provides an antidote to the tendency to adopt them without understanding their limitations and possibilities Professor George Day The Wharton School Chairman of the American Marketing Association Laurie Young has produced nothing less than the A Z of marketing He has journeyed far and wide mapping out hundreds of business marketing and communications models to produce an extremely useful industry atlas Certainly it will find a well thumbed home on my bookshelf Hamish Pringle Director General Institute of Practitioners in Advertising This book is much needed by marketing Its value is in challenging concepts some of which have been the accepted norm for a long time But as this book shows some of these may no longer be relevant and appropriate for marketers in today s consumer environment Mike Johnston CEO Dairy Council of Northern Ireland and former Chairman of the Chartered Institute of Marketing Senior marketers like those who make up the membership of the Marketing Society hone the methods and techniques they favour as their career develops Laurie Young clearly did that and an experienced voice shines through this critique It is heartening to find that so many concepts have a long history of producing real value for businesses but alarming to find so many of the theorists favourites to be so groundless Hugh Burkitt CEO The Marketing Society

*Directory of International Direct and E-marketing* ,2002 Unique reference source Compiled with assistance from the industry s two leading international associations Includes over 4 000 direct and e marketing companies from over 50 countries Includes country by country regulatory material Sixth edition right up to date informationA comprehensive annual directory that analyzes Direct Marketing strategies and trends and that lists providers of DM services in over 50 countries At its core is a country by country directory of marketing and e marketing service providers It also includes a series of overview articles on key topics affecting the development and delivery of direct and e marketing around the world In two parts the first examines new opportunities in the field and includes statistics new techniques regulatory regimes regional developments and the internationalization of sales The second part is a country by country directory of providers that also contains profiles giving basic demographic and economic data language and cultural considerations legislation and consumer protection information on postal services and local DMA addresses

Journal of Economic Literature ,2007      **Choice** ,2007      **Le marketing d'influence** Bruno Mignot,2017-11-15 Les hommes d affaires anglo saxons sont culturellement vers s dans l influence les latins beaucoup moins Cet ouvrage fait suite au M mento de strat gie d influence usage du dirigeant d entreprise 2015 Associer la strat gie d influence au marketing s av re tr s naturel tant les objectifs du marketing n cessitent de cr er am liorer consolider la perception qu ont les consommateurs d un produit ou les clients d un service Un outil pour les dirigeants d entreprise et d cideurs avides de transformer leur nergie d entrepreneur en avantages concurrentiels

*The British National Bibliography* Arthur James Wells,2007      *American Book Publishing Record* ,2005      □□□□ ,2008      The Publishers Weekly ,1999      Books in Print Supplement ,1994      **British**

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