



No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses

Dan S. Kennedy

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Kennedy dares marketers to dramatically simplify their marketing, refocusing on what works. Updated to address the newest media and marketing methods, this marketing master plan — from marketing master Kennedy — delivers a short list of radically different, little-known, profit-proven direct mail strategies for ANY business. Strategies are illustrated by case history examples from an elite team of consultants — all phenomenally successful at borrowing direct marketing strategies from the world of mail-order, TV infomercials, etc., to use in 'ordinary' businesses including retail stores, restaurants, and sales.

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