

The Dartnell

DIRECT MAIL and MAIL ORDER Handbook

by

Richard S. Hodgson

Third Edition — 1980



THE DARTNELL CORPORATION
Chicago • Boston • London

The Dartnell Direct Mail And Mail Order Handbook

William A. Cohen



The Dartnell Direct Mail And Mail Order Handbook:

The Dartnell Direct Mail and Mail Order Handbook Richard S. Hodgson,1965 Textbook on the use of direct postal service as a publicity and merchandising medium in the USA *The Dartnell Direct Mail and Mail Order Handbook* Richard S. Hodgson,1974 **The Dartnell Direct Mail and Mail Order Handbook** Richard S. Hodgson,1980-01-01 **Selling by Mail Order** William A. Cohen,1989 *Selling by Mail Order* Susan Whelan,1983 **The Dartnell Advertiser's Guide and Advertising Year Book** ,1927 **Selling by Mail Order** Richard Donald Millican,1968 *Gower Handbook of Marketing* Michael J. Thomas,1995 This edition has been revised to include new chapters on subjects as diverse as relationship marketing and international marketing research The 36 contributors are all acknowledged leaders in their chosen field with practical experience of marketing *The Dartnell Advertiser's Guide* ,1926 **The Dartnell Advertiser's Guide** Dartnell Corporation,1926

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The Dartnell Direct Mail And Mail Order Handbook Introduction

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