



How To Design A Successful Direct Mail Campaign

Successful Direct Mail

Richard V. Benson



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Benson, 1991 **How to Produce Successful Direct Mail Campaigns** Peter L. Shugart, 1964 **Successful Direct-mail Methods** John K. Crippen, 1936 **Secrets of Successful Direct Mail** Richard V. Benson, 1987 How to Write

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