

(Download pdf) Secrets of Successful Direct Mail

## Secrets of Successful Direct Mail

*Richard V. Benson*

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**Richard V. Benson : Secrets of Successful Direct Mail** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Secrets of Successful Direct Mail:

0 of 0 people found the following review helpful. Four Stars By Janne L. More for marketing than copywriting  
0 of 0 people found the following review helpful. Five Stars By M. C Purdy great book written by the great marketing genius, Richard Benson  
10 of 13 people found the following review helpful. Anecdotes and platitudes By Thomas L. 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.

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.