



**Creative
Strategy
in
DIRECT &
INTERACTIVE
Marketing**

THIRD EDITION

SUSAN K. JONES

Foreword by Ted Spiegel

Introduction by Jerry I. Reitman

Creative Strategy in Direct & Interactive Marketing: Third Edition

Susan K. Jones

the perfect artistic procedure can suggest the adaptation among good fortune and failure in an Creative Strategy in Direct & Interactive Marketing: Third Edition immediate or interactive advertising program. And the all-new 3rd variation of inventive technique in Direct and Interactive advertising by means of Susan K. Jones (Racom—www.Racombooks.com—in conjunction with the Direct advertising organization \$49.95) has been absolutely revised to handle the hot problems with interactive advertising and marketing media, advertising integration and convergence of all media. the hole part offers an summary of the hot international of direct advertising and marketing and interactive artistic strategy, including: ? The paintings and technological know-how of selling creativity and the strategic demanding situations of direct advertising and marketing and interactivity.

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