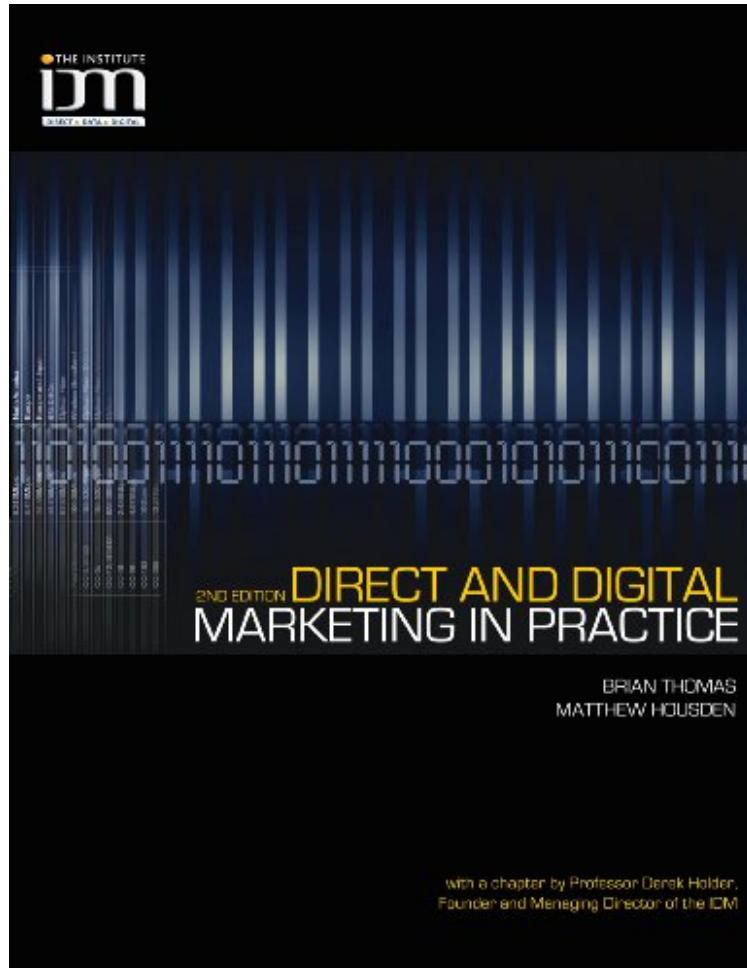


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Direct and Digital Marketing in Practice

Brian Thomas, Matthew Housden

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Direct and Digital Marketing in Practice is a practical manual for all managers, marketers and students who need to get to grips with the powerful techniques available to skilled direct marketers. Fully updated for this new edition to reflect the impact of the Internet on marketing, this book is the only comprehensive textbook written entirely by currently practising professionals. It covers vital issues such as: the new marketing landscape; gaining customer insight; integrating traditional and digital media; and campaign planning and budgeting.

About the Author Matthew Housden is a marketing consultant, author, academic and trainer. He has worked in marketing for 25 years, in a range of senior positions. Clients include IBM, Barclays, Barclaycard, the London

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