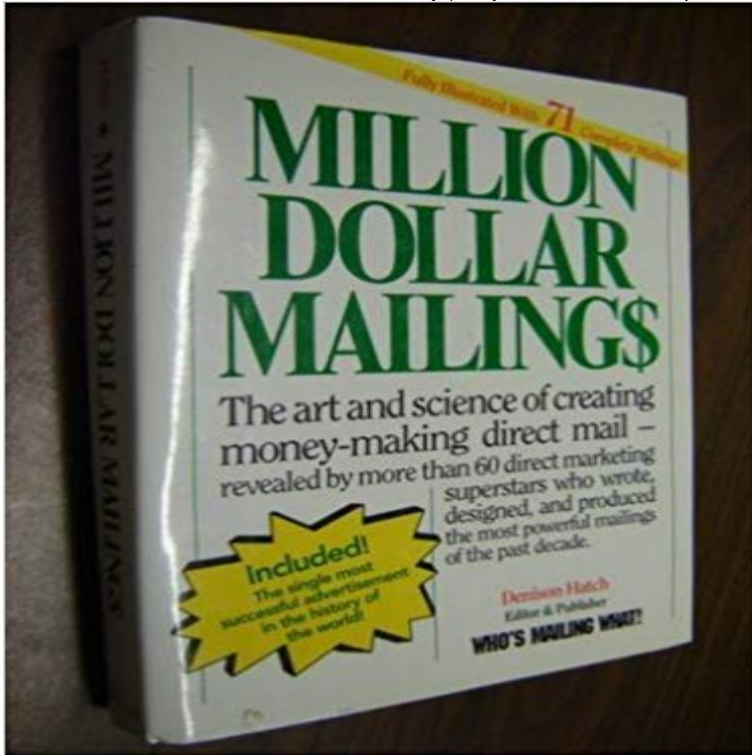


Million Dollar Mailings (The Libey Business Library)



Denny Hatch gives an exclusive inside look at the art and science of direct mail creative technique ? copy approaches, design, formats, offers ? unlike anything ever before assembled. This new and updated edition includes an overview, complete with illustrations, of new trends in direct mail.

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