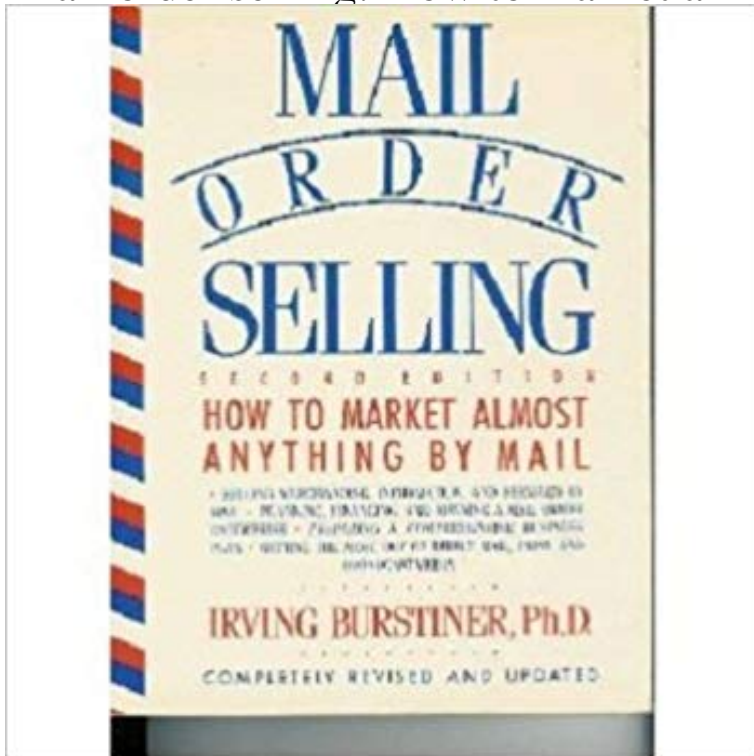


Mail order selling: How to market almost anything by mail



A user-friendly, practical guide to starting and running a successful mail order operation. Describes what sells best through mail order, how to target prospective buyers, how to manage the new business and how to market through direct mail, print ads as well as TV and radio advertising. This revised, updated and expanded edition covers using a PC, telemarketing, promotion and publicity and more on direct marketing. The appendix contains examples of filled-out federal income tax forms.

Mail Order Selling: How to Market Almost Anything by Mail 1982 All the books you need to start your own mail order business. by Cecil C. Hoge. Mail Order Selling: How to Market Almost Anything by Mail by Irving Burstiner.

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