



Direct Marketing Doesn't Have to Make Sense, It Just Has to Make Money

Robert C. Hacker

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Nobody has more stories — both good and bad — than agency account people. Bob Hacker has been inside hundreds of clients' organizations and six agencies, and he has seen it all. Bob couldn't share these tales when he was running an agency — clients would have fired him. But he can tell them now. As you will see, all the books touting rules are only telling part of the story. Most of the success and failure in direct marketing is based on people, not rules. This book details what the best ones do and how they do it. It also shows you what the worst ones do, so you won't make their mistakes. There's never been a book about direct marketing quite like this before. There are chapters that will show you how to create high-performance programs. There are off-the-wall, laugh-out-loud chapters you can't show to your boss. There are even chapters that might tick you off. So, if you're looking for the typical direct marketing drone-a-thon, don't buy this book!

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