



Strategic Catalog Marketing: What You Need to Know to Make Your Catalog Business a Success

Stephen R. Lett

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Strategic Catalog Marketing is not just another "how-to" book about direct marketing. Stephen Lett wrote this book about catalog marketing especially for catalogers. This book is a practical guide, written with you, the catalog marketer, in mind. You'll find...Step-by-step instructions on how to develop a circulation plan...How to execute a mail plan...How to analyze your business...and much more! Find crucial guidance in your quest to start, build and/or grow exponentially your catalog and online business.

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