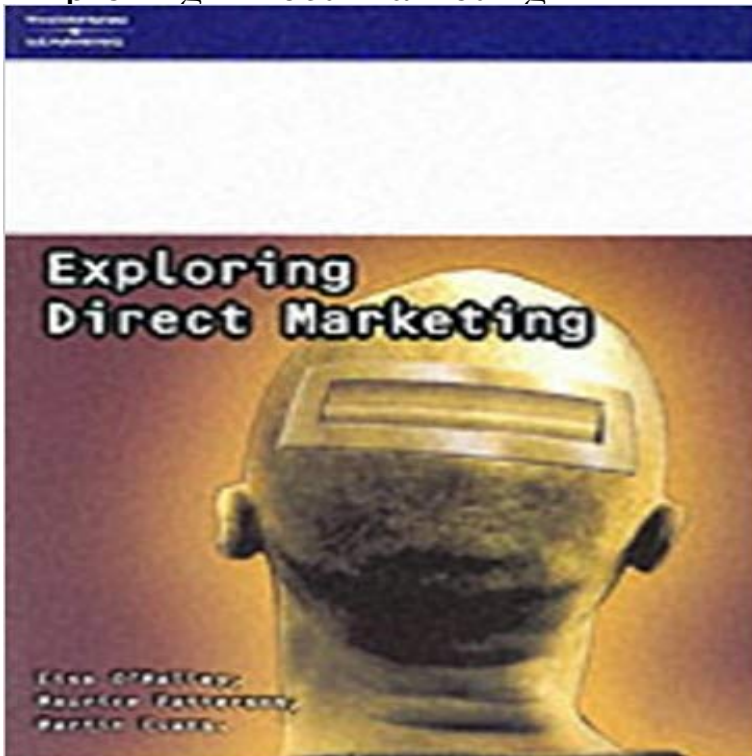


## Exploring Direct Marketing



Exploring Direct Marketing is the first real UK/European text on direct marketing. It is a core introductory text for courses on direct marketing at undergraduate level and as a supplementary text for courses in marketing communications or distribution. Exploring Direct Marketing takes the student through the origins of direct and database marketing, various aspects of DM, privacy legislation and the role of DM in the marketing mix.

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