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No B.S. Direct Marketing by Dan S. Kennedy - Online ... Illustrated by case studies and examples, this No B.S. guide delivers practical strategies for applying the same direct-response marketing rules Kennedy has himself found effective in all other mediums.

No B.S. Direct Marketing by Dan S. Kennedy Direct marketing or direct response marketing is nothing more than marketing directly to your target market and getting them to respond to your offer in a certain way (lead or sale). It's not mass marketing and it's not branding. No B.S. Direct Marketing Book Review & Quotes

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It makes no sense. Direct marketing expert Dan Kennedy and his team of elite consultants—all successful at borrowing strategies from pure direct marketing businesses like QVC, J. Peterman, Zappos, and Publishers Clearinghouse—deliver the fundamentals of direct marketing as it can be applied to any business, sales career, or professional ...

No B.S. Direct Marketing by Dan Kennedy: Book Review

Dan Kennedy's No B.S. Direct Marketing is not specifically written for real estate agents, but it will help any real estate agent with direct marketing. Before getting started, I need to say a few things about Kennedy's style before recommending this work.

No B.S. Direct Marketing: The Ultimate No Holds Barred ...

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Dan Kennedy's "No B.S." series books are all excellent. This one is a great introduction to direct marketing. Learn how hugely profitable techniques formerly used only in direct mail and infomercials can be used in today's internet businesses.

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This is "the bible" for transforming ordinary business marketing into exceptionally powerful, reliably effective,

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accurately accountable, and sustainable marketing – for any business.. Dan S. Kennedy – No B.S. Direct Marketing. Table Of Contents. Preface – The End of Advertising and Marketing as You Know It

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