



Building a Mail Order Business: A Complete Manual for Success

By William A. Cohen

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With more than 60,000 copies sold, this amazing manual has become a classic in its field--and rightfully so. Nowhere else will you find--in one book--so much valuable information on achieving success in the mail order business. Dr. Bill Cohen has drawn on his decades of experience testing, researching, and constantly refining the mail order techniques described in this invaluable guide. Building a Mail Order Business offers a virtual treasury of techniques and methods guaranteed to work in the real world of selling through the mail. You'll get practical advice and learn tricks of the trade that will get you started quickly, with the fewest missteps and greatest chances for success.

Thorough and completely up-to-date, this authoritative guide covers every aspect of the mail order business, from the basics of getting started to the details of product selection, preparing a marketing plan, copywriting, designing graphics, printing, protecting yourself from competition, telemarketing, and advertising through magazines, radio, and television. In addition, a handy appendix lists hundreds of valuable contacts with complete addresses.

In this new Fourth Edition, you'll learn the latest trends in mail order--what works and what doesn't, the most effective look in ads and mailing pieces, how to put together the most attractive offers, and much more.

For entrepreneurs, direct marketers, business owners, and others eager to get into the mail order business,

Building a Mail Order Business has proven itself to be an indispensable resource for the ideas, techniques, and expert advice that will lead to success.

All the success secrets of one of America's best-known and most respected experts on mail order and direct marketing--Now in a new edition!

BUILDING A MAIL ORDER BUSINESS

Fourth Edition

Complete, authoritative, and now in a new edition, this best-selling guide to mail order success covers everything from getting your business started to handling legal issues, preparing copy and graphics, selecting mailing lists, telemarketing, and advertising in all types of media--an unbeatable source of direct marketing ideas that really work.

Here's what the pros have said about previous editions of Bill Cohen's Building a Mail Order Business:

"Dr. Bill Cohen's book thoroughly explores the many facets, and pitfalls, facing the budding mail order entrepreneur."-- Henry R. "Pete" Hoke, Jr., Publisher, Direct Marketing

"It took a mail order businessman who is also an educator to put direct mail and mail order guidelines all in one place--and in language we can all understand."-- Freeman F. Gosden, Jr., President, Smith-Hemmings-Gosden, one of the nation's largest direct marketing advertising agencies

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"One of the best books I've ever read on the subject. I enthusiastically recommend Building a Mail Order Business to any man or woman who is serious about getting involved in this fascinating activity."-- E. Joseph Cossman, President, Cossman International, Inc., author of How I Made a Million Dollars in Mail Order

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Editorial Review

From the Inside Flap

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From the Back Cover

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About the Author

Dr. BILL COHEN is Professor of Marketing, Past Chairman of the Marketing Department and Director of the Small Business Institute at California State University, Los Angeles, where he teaches direct marketing. He has served ten years as a director on the board of the Direct Marketing Club of Southern California. He not only has had his own mail order business, but is a pioneer in teaching mail order to students, entrepreneurs, and other professors around the country. Thousands have used his methods to start their own businesses.

Users Review

From reader reviews:

Donovan Pena:

This Building a Mail Order Business: A Complete Manual for Success are generally reliable for you who want to be described as a successful person, why. The main reason of this Building a Mail Order Business: A

Complete Manual for Success can be among the great books you must have will be giving you more than just simple reading through food but feed you with information that possibly will shock your before knowledge. This book is definitely handy, you can bring it just about everywhere and whenever your conditions both in e-book and printed ones. Beside that this Building a Mail Order Business: A Complete Manual for Success forcing you to have an enormous of experience including rich vocabulary, giving you demo of critical thinking that could it useful in your day task. So , let's have it and revel in reading.

Rosalie Lloyd:

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