

The pros agree:

"George Duncan's breakthrough book is a master's course in direct marketing. It's packed with e-commerce brilliance and effective classic techniques that make it a MUST-have book for every small or large business!"

-- Don Libey
Libey -Concordia

"You really can take what George says to the bank, if you follow his approaches. Common sense and real-world judgment are built into every strategy and tactic George provides. You don't need to be a professional marketer to implement what George provides, but you do need to want to make money."

-- Tracy Emerick, Ph.D.
Managing Consultant, RMI, Inc.

"It was George Duncan who long ago said, "Direct mail is theater in print!" And his work over the years for a wide variety of clients has been SRO. George knows the rules—how and when to follow them and how and when to break them. This book should be memorized cover-to-cover by every direct marketer before spending one more penny on postage."

-- Denny Hatch, DM Consultant, Founder of *Who's Mailing What* and former editor of *Target Marketing* magazine.

"George Duncan's book is perfect for showing small businesses and people relatively new to direct marketing how to profitably utilize the best aspects of today's direct marketing technique. George has the practical experience and in-depth knowledge which will show you how to make the most of your investment in direct marketing."

--Bob Kesner, President
Evergreen Direct Advertising & Marketing Inc.

"George Duncan's book has a way of cutting directly through direct marketing theory and providing tools the small business owner can use."

-- Gary Cloutier, Regional Manager, Small Business Development Center,
Keene, New Hampshire

"George's book is like attending a one-on-one seminar with a top pro. It's packed with no-nonsense, cut-the-hype how-to's that tell you not just *what* to do, but *why*!"

-- Susan Berkley
Owner, Berkley Productions, Inc.