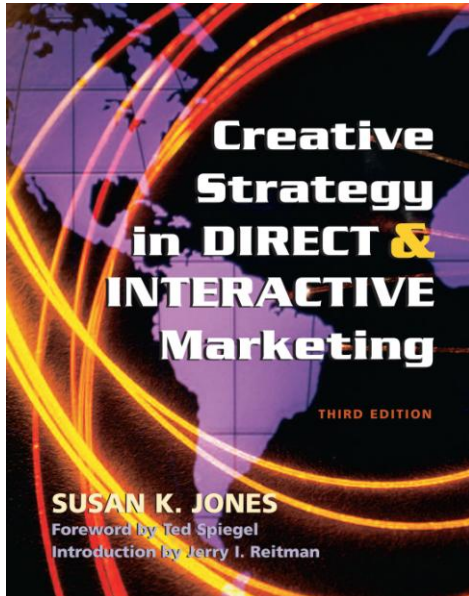


Creative Strategy in DIRECT & INTERACTIVE Marketing
(THIRD EDITION)

by Susan K. Jones



To become a successful direct and interactive marketer, it is vital to stoke your creative fires: to move beyond the obvious formula and format to discover fresh words and pictures that overcome inertia and incite prospects to action. The all-new third edition of Creative Strategy in Direct and Interactive has been totally revised to address the new issues of interactive marketing media and integration and convergence of all media.

Susan Jones shares with us how the creative strategy must fit into the marketing plan and what the creative team needs to know to produce superior results that are both strategically correct and tactically effective.

Product Details

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Expert praise for
Creative Strategy in DIRECT & INTERACTIVE Marketing

Susan Jones has a longstanding commitment to the theory and practice of direct and interactive marketing ... This work is another example of her attention to the needs of the future leaders of the direct and interactive business community.

Dr. J. Steven Kelly
Co-Director
The Kellstadt Center
DePaul University

This book combines theory with outstanding real-world examples ... an outstanding choice for my students, since they can grasp the logic of a topic and then see it applied by a professional who's been on the "front line" ... It delivers a veritable "bible" of how-tos that will enable Creatives to do their best...

Judy Finerty
President
Finerty & Wolfe Advertising

... an essential reference tool for anyone engaged in the creation of direct and interactive marketing – including account people and clients, too!

Michelle Blechman
Senior Manager
Consumer Market Research
Abbott Laboratories

... concise, amazingly thorough and easy to use. Susan Jones has written about what she knows, and direct marketers who read this book will surely benefit from her vast knowledge. Don't jump into your next DM project without reading this book!

Marc Ziner
Senior Vice-President and Creative Director
The Core Organization

Written for Creatives by an ace Creative, this text ties together creativity, techniques and strategy to form a marketing fabric that generates results. A must-read for creatives, and a valuable reference for generalists.

Mitchell Lieber
President
Lieber & Associates

The most lucid text on direct marketing in its entirety.

Bob Stone
Chairman Emeritus
Stone & Adler

About the author

Susan K. Jones is a tenured, full Professor of Marketing at Ferris State University and a partner of The Callahan Group, LLC. She developed and leads Ferris State's e-commerce marketing concentration in addition to teaching direct marketing, e-commerce, and advertising courses online. Her honors include the Robert Clarke Award of Direct Marketing Educational Foundation as Direct Marketing Educator of the Year; the Charles S Downs Direct Marketer of the Year award from the Chicago Association of Direct Marketing; and the Andi Emerson Award for contributions to the direct marketing creative community from the John Caples International Awards organization. She is the author or editor of more than 20 books.

Creative Strategy in DIRECT & INTERACTIVE Marketing

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