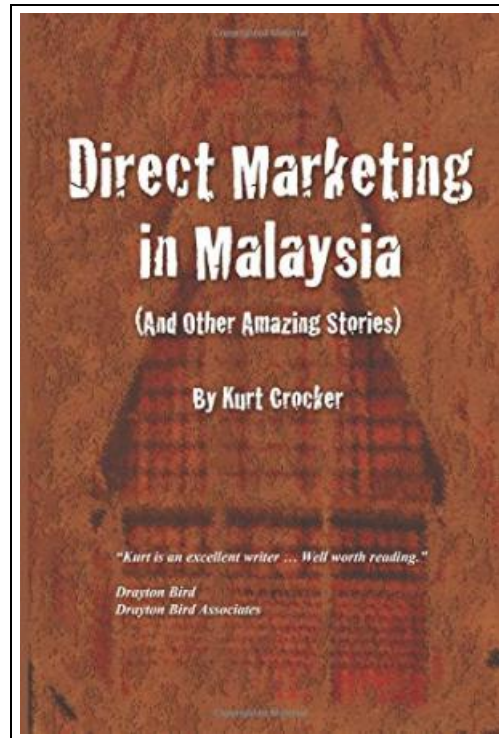


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Createspace Independent Publishing Platform, United States, 2008. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. The author has been living and working in Kuala Lumpur, Malaysia, since 1989. Formerly Executive Creative Director for the Direct Marketing division of ad giant Ogilvy Mather - who set up his own agency there with DM expert Drayton Bird - Kurt Crocker, has been called Malaysia's very own Direct Marketing guru. This book shares his unique perspective on the specialized discipline with a mix of seriousness and silliness. The chapters are Kurt's previous columns for a Malaysian marketing magazine and cover all-things Direct Marketing - from creative techniques and client care to long-term customer value. Written with an abundance of wit, charm and knowledge, readers also get an insider's view of an exotic life far away from the plains of the author's Minnesota home. Malaysia's fun, food, heat and humidity come out to play with solid insights about Direct Marketing and Customer Relationship Management. This is a refreshing new look at an increasingly vital marketing discipline.



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