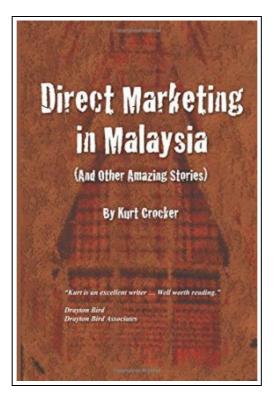
# Direct Marketing in Malaysia: And Other Amazing Stories (Paperback)



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# Reviews

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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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