



# Million Dollar Mailings

*By Denison Hatch*

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Denny Hatch gives an exclusive inside's look at the art and science of direct mail creative technique ? copy approaches, design, formats, offers ? unlike anything ever before assembled. This new and updated edition includes an overview, complete with illustrations, of new trends in direct mail.

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## Million Dollar Mailings By Denison Hatch Bibliography

- Sales Rank: #913130 in Books
- Published on: 1997-04-30
- Ingredients: Example Ingredients
- Original language: English
- Number of items: 1
- Dimensions: 11.26" h x 1.59" w x 8.84" l, 3.96 pounds
- Binding: Hardcover
- 536 pages



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