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12 Billion of Inside Marketing Secrets: Discovered Through Direct Response Television Sales

By Steven Dworman

Steven Dworman Enterprises, Incorporated, United States, 2004. Paperback. Book Condition: New. 223 x 175 mm. Language: English . Brand New Book ***** Print on Demand *****.20th Anniversary of Infomercials Marked By Tell-All Book of Industry Secrets. Whether you love them or hate them, they've become an integral part of our television experience. They've told us everything we ever wanted to know about slicing, dicing, slimming, and toning. From BluBlocker sunglasses to the Psychic Friends Network, they've managed to capture our interest and our dollars for the last twenty years while introducing us to innovative products and some entertaining personalities . . . But wait, there's more! In Steven Dworman's new book \$12 Billion of Inside Marketing Secrets Discovered Through Direct Response Television Sales, the entrepreneurs behind this truly American phenomenon reveal the successes and failures that made direct response television what it is today. Written in an interview format, the book presents the personal experiences of twenty-three of the industry's leaders in their own words. This invaluable information has never been publicly shared before, states author Steven Dworman. But what is truly extraordinary is the entrepreneurs' personal story of starting with nothing and building...



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