



International Direct Marketing

Manfred Krafft, Jürgen Hesse, Jürgen Höfling, Kay Peters, Diane Rinas

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Direct marketing is a fast-growing and dominant domestic marketing instrument in many countries. Direct marketing follows the path of the rapid advances of globalization: international direct marketing (IDM) is already a multi-billion dollar business and an attractive instrument for foreign market entry and international customer communication. This book is the first to focus exclusively on IDM, combining state-of-the-art knowledge, best practice and unique data: The first part is a comprehensive, well-structured review, covering relevant sources ranging from academic journals to practitioner magazines. The second part consists of best practice examples of various aspects of IDM. The third part contains a summary of a proprietary consumer study on direct marketing attitudes and affinities across 24 countries in North America, Europe and Asia. The book provides the reader with a comprehensive and easy-to-understand guide to international direct marketing.

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