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No B.S. Direct Marketing by Dan Kennedy is an introductory book on the principles of direct response marketing and advertising. Kennedy presents many good arguments on why small businesses should adopt direct marketing to get customers instead of copying what big companies do. He then goes on to outline 10 rules that businesses should follow to switch to this approach.

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## **No B.S. Direct Marketing By Dan S. Kennedy - Online ...**

Direct marketing or direct response marketing is nothing more than marketing directly to your target market and getting them to respond to your offer in a certain way (lead or sale). It's not mass marketing and it's not branding. No B.S. Direct Marketing Book Review & Quotes

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Founded by marketing legend Dan Kennedy in 1993, Magnetic Marketing publishes the famous "No B.S. Marketing Letter" each month and hosts conferences, bootcamps, intensives, and mastermind/coaching groups on a variety of marketing and business growth topics.

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