

# Drayton Bird Knows More About Direct Marketing Than

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“Drayton Bird knows more about marketing than anyone in the world” David Ogilvy: Founder, Ogilvy & Mather “Drayton Bird is a wise and wily direct marketer People all over the world have been lucky enough to learn from him” Sir Martin Sorrell, Founder, WPP Drayton Bird PART OF THE COMMONSENSE MARKETING SERIES®

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#### John McIntyre: It's John McIntyre here, the Auto responder ...

Drayton Bird, now Drayton is a long time copywriter, a direct response marketing consultant and he actually worked with David Ogilvy and I want him direct so that's Ogilvy and Mather and Ogilvy said that Drayton Bird knows more about direct marketing than anyone else in the world So with that in mind I

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‘Drayton Bird knows more about Direct Marketing than anyone in the world His book about it is pure gold’ David Ogilvy ‘Remarkably personal, yet authoritative’ Ed McLean, DM News, New York ‘Everything the testimonials say, and a bargain at any price’ Robert Heller, Editor in Chief, Finance

#### T Advertising Quotations

Drayton Bird “Make it simple Make it memorable knows more about the goods than the advertising writers because they have had experience in

buying them, and any seeming deception in a statement is costly, not only in the expense of the advertising but in the detrimental effect

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