

**Vipul's**  
**BMM Series**

**Principles and Practices of**  
**DIRECT MARKETING**

**SUSHASHINI NAIKAR**  
**DEEPAI MANJREKAR**



AS PER THE REVISED BMM SYLLABUS UNDER  
MUMBAI UNIVERSITY W.E.F. JUNE, 2016

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**Principles & Practices of**  
**DIRECT MARKETING**  
**(Advertising Group)**  
**(BMM Third Year : Sixth Semester)**

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**FIRST EDITION**

**WITH BEST COMPLIMENTS**  
**FROM THE PUBLISHER**



**VIPUL PRAKASHAN**

161, Jagannath Shankar Seth Road,  
Girgaum, Mumbai - 400 004.

Tele/Fax: 2387 1127 / 2387 9395

E-mail: vipulprakashan@gmail.com

**Published by:**

N. V. Maroo

For Vipul Prakashan

161, J. S. Seth Road

Mumbai - 400 004.

*Direct Marketing (Advertising Group)*

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**ISBN: 978-93-86172-82-2**

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**Price: ₹ 150.00**

**Printed by:**

Jolly Offset

14, Wadala Udyog Bhavan,

Wadala, Mumbai - 400031.

MMXVI