



The Handbook of Field Marketing: A Complete Guide to Understanding and Outsourcing Face-To-Face Direct Marketing

By Alison Williams, Roddy Mullin

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Field marketing can be differentiated from all other marketing activities because it is face-to-face direct marketing. Field marketing includes direct selling promotions, exhibitions, merchandising, auditing, demonstrations, and mystery shopping. Individually or combined, these activities develop brands, and when implemented they can significantly increase the brand's return on investment.

The Handbook of Field Marketing explains both the principles and practices involved in field marketing. The authors reveal the most successful field marketing techniques to ensure profitable brand maximization, whether measured by brand visibility, product availability, positioning, performance against competitors, or overall sales record.

Including numerous examples, self-study questions, and proven recommendations for success, this book offers a blueprint for best practice, enabling marketers to carry out robust and meaningful brand research.

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Editorial Review

Review

"There was a notable gap in the market for a comprehensive handbook on field marketing. This book fills that gap admirably, step by guided step." -- Frank Wainwright, Editor, *Field Marketing*

About the Author

Alison Williams

is Chairwoman of the FDS Group of Companies, which she founded in 1981, and is also the first Chairwoman of the British Field Marketing Council for the Direct Marketing Association in Britain.

Roddy Mullin has been a consultant for marketing and sales for the past two decades and is a Vice President of the Central London branch of the Chartered Institute of Marketing. He has written or co-authored several other books for Kogan Page including the bestselling *Sales Promotion*.

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