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Edward L. Nash**

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Edward L. Nash heads up Team Nash Inc., He is the author of Database Marketing: The Ultimate Selling Tool and editor-in-chief of The Direct Marketing Handbook,

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Author(s): Edward L. Nash. Description: increased coverage of telemarketing, database marketing, infomercials and alternative media.

[footnotes]

Harvard Business School Press.--- and Edward Marketing: The Ultimate Mar-keting Tool. New a Profit-Driven Database Marketing

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