

Advertising On Yellow Pages Directory

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broken down into ten major sections this book offers the first all inclusive national directory of organizations associations businesses publications services and other important listings of particular interest to african americans more than 2 000 entries from across the nation cover a wealth of topics and include brief descriptions phone numbers addresses and key contacts

the completely revised and updated third edition of the classic bible on how to advertise in the yellow pages the best and latest answers to all the questions telephone directory advertisers ask and to those they never ask but should as time said barry maher has helped thousands of small businesses get the most effective and cost effective yellow pages advertising possible how much should you be spending in which directories what kind of ads should you have and how big should those ads be in what headings how can you save money without hurting response how important are internet yellow pages and local search engines plus maher provides a step by step program for designing ads that get the call even when surrounded by pages of other ads all selling the same thing

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