



Sales Letters That Sizzle : All the Hooks, Lines, and Sinkers You'll Ever Need to Close Sales

By Herschell Gordon Lewis



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This handbook on international development policy and management covers a broad spectrum of contemporary topics across all the major areas of interest. With over 40 chapters, the book comprehensively explores the many themes and issues of significance for both policy and implementation, and provides easily accessible reference material on current practice and research. The 42 contributors come from a diverse range of backgrounds, and enjoy international reputations in their chosen fields.

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Editorial Review

About the Author

Herschell Gordon Lewis is the author of more than 20 books on advertising, copywriting, and direct marketing. He is chairman of BJK&E Direct, a full-service marketing consulting firm.

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