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In *Buy Now!*, Rick Cesari reveals twenty-five years' worth of insights and methods, enabling you to make the most of direct response marketing in your business toolkit. Whether you're a business owner, executive, inventor, or marketer, *Buy Now!* gives you the secrets behind the successful campaigns that catapulted products into millions of homes.

- Find out how to use direct response to create a "self-funding "marketing campaign
- Learn the techniques to building offers that will get people to respond to your products
- Use "high touch" direct response marketing to build brand equity and drive sales at retail
- Find out why large companies like Johnson & Johnson and Valvoline are using these concepts for their consumer brands
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