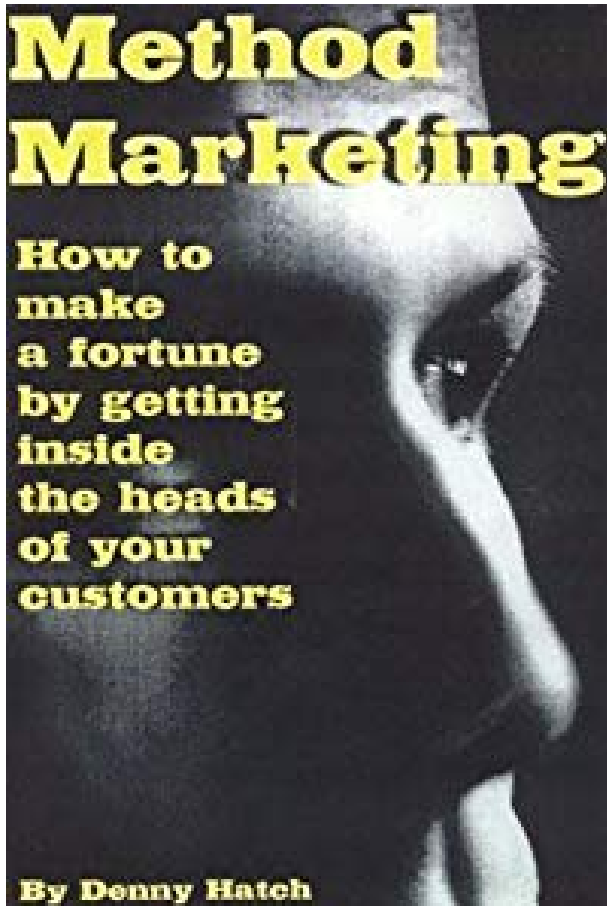


Method Marketing



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Hatch describes how eight multi-million dollar businesses were built by men who discovered the secret of getting inside the heads of their customers. You will meet Bob Shnayerson, whose first and only sales letter brought in 600,000 paying customers; cataloger John Peterman; Bill Bonner, whose \$80 million-a-year business was entirely built on the genius of his direct mail copy; and Martin Edelston, who built his business into a \$125 million-a-year operation with only 80 employees.