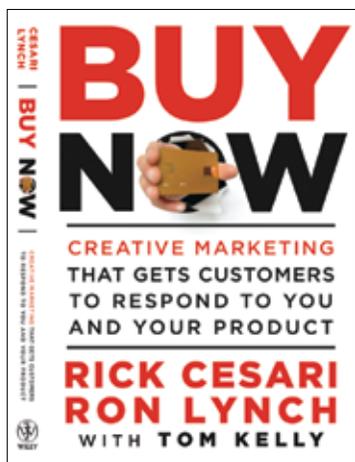


By Jackie Jones (jackiejones@questex.com)



Cesari Direct Team Releases New Book

Rick Cesari, CEO and founder of direct response agency and Direct Response Marketing Alliance (DRMA) member Cesari Direct, has released a new book, "Buy Now: Creative Marketing That Gets Customers to Respond to You and Your Product."

The newly published book, co-authored by Ron Lynch with Tom Kelly, shares insights and methods gained from 25 years in the DR industry that will help readers make the most of direct response marketing, purchase persuasion and simultaneous brand building.

"We've been doing this for so long," Cesari says. "We felt it was a good time to write about our philosophy. It's all about understanding what

motivates people and how to get them to take action."

Cesari is the man behind the marketing campaigns that put the Juiceman Juicer, the Sonicare Toothbrush, the George Foreman Grill and OxiClean into the minds (and hands) of millions of consumers, and has placed multiple companies on the *Inc.* 500 list of fastest-growing companies.

"Many of the companies we've helped were start-ups," Cesari says. "They were products, not brands. But using the power of direct response marketing, we helped build them into multimillion dollar brands in a short amount of time, often with no advertising budget."

U.K.'s ARM Direct Celebrates 25 Years in the DRTV Industry



LONDON — ARM Direct, a full-service agency in the U.K. DRTV space, is celebrating 25 years in the media buying business.

ARM Direct, founded by Digby Orsmond, is responsible for a growing number of highly successful DRTV and infomercial campaigns for a variety of DR clients in a plethora of sectors, and was one of the first prominent DR companies in the U.K.

"We definitely were DRTV pioneers and worked hard at changing perceptions by convincing clients that ad agencies should always be accountable," Orsmond says.

Response Magazine and the Direct Response Marketing Alliance welcome new DRMA members:

ARM Direct Ltd.	Koepfel Direct	Rick Petry Creative Writer LLC
Beyond Entertainment	LifeLock	UPSNAPE LLC
Datapak Services Corp.	Motivational Fulfillment & Logistics Services	ValPak/Lox Target Media
ION Media Network	Newsmax Media	
JEMM Direct		

We also welcome back renewed members:

A. Eicoff & Co.	Direct Response Academy	Imagine Fulfillment Services
AETN	Disc Farm Corp.	Integrated Marketing
AOR Direct	Evolve Teleservices	JetPay
Bullpen Integrated Marketing	Great Falls Marketing	North Country Media Group
CallAssistant	Rutter Hobbs & Davidoff	Omni Direct Inc.
	Higher Power Marketing	Time Warner Cable Media

Response Magazine and the DRMA want to share your successes with the industry!

To be featured in DRMA News, send your press releases and case studies to **Jackie Jones** at jackiejones@questex.com.

To have your product video featured on AsSeenOnResponseTV.com, contact **Roxana Aguilar** at raguilar@questex.com.

To purchase Response Expo 2011 All-Access Badges, contact **Kaitlyn DeWaard** at kdewaard@questex.com.

NEWS CORNER

Higher Power Marketing selects Phoenix-based **KONA FINANCIAL** to do its bookkeeping.

ANGELA DAISY joins Mercury Media's short-form division as vice president of strategy and client development.



The Sylmark Group, which includes Sylmark LLC, Ideal Products LLC, Envion LLC and Therabotronics LLC, is rebranding itself under the master brand **IDEAL LIVING** to more effectively communicate the companies' strategy: Better Products, Better Life.

Media Design Group introduces its innovative technology, **RETAIL PERFORMANCE METRICS**, a comprehensive technology-based reporting system that will revolutionize the way direct response products are transitioned into the mainstream, retail marketplace. Media Design Group and Revenue Frontier also announce the

addition of **SEÁN BARTYZEL** as vice president of new business development.

Award-winning creative **LEE GARFINKEL** joins Euro RSCG as chief creative officer, global brands.

