

Visit Our Website

Attention Catalogers:



Need a dynamic, interactive electronic version of your catalog?

We can help you create it. Contact us for a no-cost example.

Whitepaper

Meet Us Here

Mark your calendar for **directXchange by NEMOA 2013 Fall Conference**, Sept. 18-19.

Quote of Note

"Your culture IS your brand."

— Tony Hsieh,
Zappos CEO

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In This Issue:

The Intelligent Way to Talk to Customers

Like Our New Look? Here's What It Means for You

The Easiest 2% Discount You'll Ever Get

3 Steps to Get the Most from Lists

Working Smarter

The Intelligent Way to Talk to Customers

How well do you know your customers? Well enough to market to them in the most effective way? Savvy catalogers **drive sales by strengthening customer relationships.**



Did You Know?

Like Our New Look? Here's What It Means for You

Sheridan has a fresh look, but we're still the same responsive and resourceful publishing services provider you've come to know. In fact, **we made these updates with you in mind!**

Postal Affairs

The Easiest 2% Discount You'll Ever Get

Want to get the 2% USPS discount for using emerging technology? Setting up a new tech-based program is easier than you think. **Here's how to do it in just a few minutes.**

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Ask an Expert



3 Steps to Get the Most from Lists

How well do your lists serve you? Take a look at your top three lists — email, cooperative, and outside — then learn how to **make them work harder for you.**