COLLEGE NEWS

The official newsletter of College University



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by Angela A. Reynolds

According to Wikipedia, newsletters are published by clubs, churches, societies, associations, and businesses—especially companies—to provide information of interest to members, customers, or employees. Google's definition of a newsletter is, "a bulletin issued periodically to the members of a society, business, or organization." A newsletter may be considered "grey literature". Newsletters delivered electronically via email (e-newsletters) have gained rapid acceptance for the same reasons email in general has gained popularity over printed correspondence.

Some newsletters are created as money-making ventures and sold directly to subscribers. Sending newsletters to customers and prospects is common marketing strategy, which can have benefits and drawbacks.

Quick Newsletter Business Ideas Guide For College Students

Christian G. Meyer

Quick Newsletter Business Ideas Guide For College Students:

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Popular Science,1983-06 Popular Science gives our readers the information and tools to improve their technology and their world The core belief that Popular Science and our readers share The future is going to be better and science and technology are the driving forces that will help make it better

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