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Government Operations: Savings Opportunity for the United States Mint's Promotional Mailings: T-GGD-90-34

U.S. Government Accountability Office (GAO)

Bibliogov. Paperback. Book Condition: New. This item is printed on demand. Paperback. 24 pages. Dimensions: 9.7in. x 7.4in. x 0.1in. GAO discussed the U. S. Mints opportunities for reducing the costs of its numismatic sales promotional mailings. GAO noted that the Mint: (1) had about 2.8 million individuals on its numismatic sales promotions mailing list; (2) supplemented that mailing list with other lists targeted at audiences expected to be interested in the theme of a particular promotion; (3) spent 6....

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