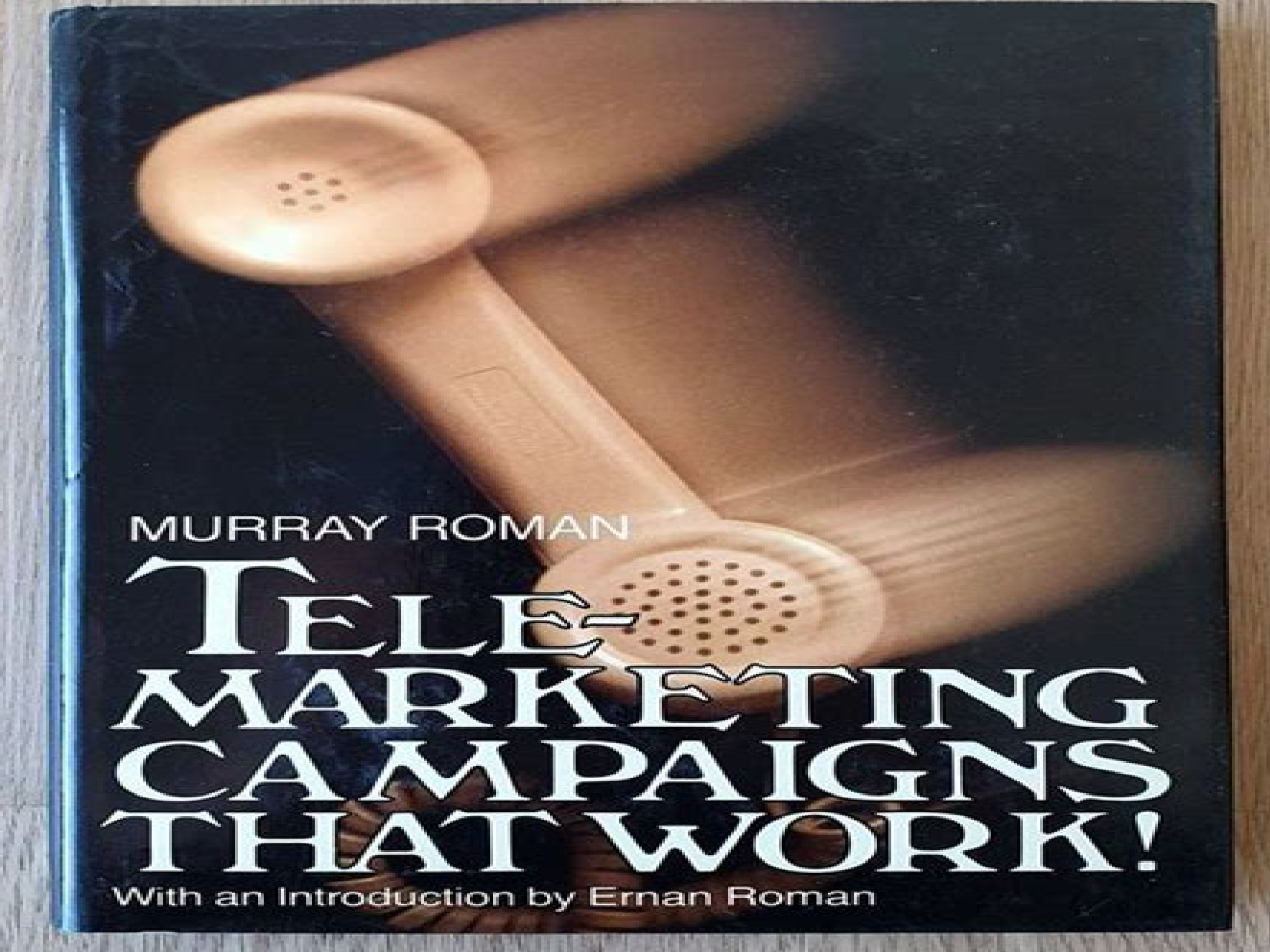




MURRAY ROMAN

TELE- MARKETING CAMPAIGNS THAT WORK!

With an Introduction by Ernan Roman

Telemarketing Campaigns That Work

Jianjun Gao



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Principles of Marketing Gary Armstrong, Stewart Adam, Sara Denize, Philip Kotler, 2014-10-01 The 6th edition of Principles of Marketing makes the road to learning and teaching marketing more effective easier and more enjoyable than ever Today s marketing is about creating customer value and building profitable customer relationships With even more new Australian and international case studies engaging real world examples and up to date information Principles of Marketing shows students how customer value creating and capturing it drives every effective marketing strategy The 6th edition is a thorough revision reflecting the latest trends in marketing including new coverage of social media mobile and other digital technologies In addition it covers the rapidly changing nature of customer relationships with both companies and brands and the tools marketers use to create deeper consumer involvement

Applied Artificial Intelligence in Business Saad G. Yaseen, 2025-09-30 This book addresses applied artificial intelligence and generative artificial intelligence in the business context It attempts to open the black box of cutting edge AI systems tools and algorithms for business in a way that produces novel knowledge and insights with clear business implications With focus on applied AI in business this book presents research on different theories paradigms methods and explains many potential challenges opportunities and crucial landscape of artificial intelligence and generative artificial intelligence

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