

THE MASTERPLAN FOR STARTING AND MANAGING A
PROFITABLE, CUSTOMER-BASED MARKETING PROGRAM

Strategic Database Marketing

FOURTH EDITION

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Arthur Middleton Hughes

Strategic Database Marketing The Masterplan For Starting And Managing A Profitable Customerbased Marketing Program

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Strategic Database Marketing The Masterplan For Starting And Managing A Profitable Customerbased Marketing Program:

Strategic Database Marketing Arthur Hughes, 2006 Web focused strategies for turning a company's customer list into its most powerful competitive advantage For more than a decade Strategic Database Marketing has been a popular and authoritative how to on database marketing referred to every day by marketing practitioners around the world Featuring dozens of innovative workable strategies it has shown marketers how to profitably manage customer relationships retain loyalty increase the incremental profits from each customer in the database and more Fast changing tools and technologies require author and database marketing pioneer Arthur Hughes to update the book's data and techniques This substantially revised third edition features A completely new chapter on modeling and appended data New details on fast changing Web technologies and marketing Updated material on prospecting warehousing and filtering In depth discussion of prospect databases one of marketing's newest and most promising innovations

Strategic Database Marketing Arthur Middleton Hughes, 2000 Annotation [Strategic Database Marketing 4e: The Masterplan for Starting and Managing a Profitable, Customer-Based Marketing Program](#) Arthur Middleton Hughes, 2011-12-02 Providing the most current marketing theories and strategies for 15 years now updated to cover digital platforms so you can expand your reach even further Retaining all the advice tips tactics and strategies that has made it the go to resource for marketers who take their craft seriously Strategic Database Marketing now shows how to use marketing metrics measure them and predict the most profitable courses of action on Google e mail smart phones social media and other websites Arthur M Hughes founder and Vice President of The Database Marketing Institute Ltd has been designing and maintaining marketing databases for Fortune 500 companies and others for the past 30 years

Optimal Database Marketing Ronald G Drozdenko, Perry D Drake, 2002-03-26 Destined to be the definitive guide to database marketing applications analytical strategies and test design Brian Kurtz Executive Vice President Boardroom Inc 2000 DMA List Leader of the Year and DMA Circulation Hall of Fame Inductee This book is well written with interesting examples and case studies that both illustrate complex techniques and tie the chapters together The level of detail and treatment of statistical tools and methods provides both understanding and enough detail to begin to use them immediately to target marketing efforts efficiently and effectively It is perfect for a course in database marketing or as a handy reference for those in the industry C Samuel Craig New York University Stern School of Business This book should be studied by all who aspire to have a career in direct marketing It provides a thorough overview of all essential aspects of using customer databases to improve direct marketing results The material is presented in a style that renders even the technical subjects understandable to the novice direct marketer Kari Regan Vice President Database Marketing Services The Reader's Digest Association Finally practical information on database marketing that tackles this complex subject but makes it clear enough for the novice to understand This book serves as more than a primer for any

senior manager who needs to know the whole story As one who has spent over 20 years of his career involved in publishing and database marketing I have a real appreciation for how difficult it is to explain the finer points of this discipline while keeping it understandable This book does that admirably Well done Patrick E Kenny Executive Vice President Qiosk com This book is especially effective in describing the breadth and impact of the database marketing field I highly recommend this book to anyone who has anything to do with database marketing works in or with this dynamic area Naomi Bernstein Vice President BMG Direct Ron Drozdenko and Perry Drake have written a guide to database marketing that is thorough and that covers the subject in considerable depth It presents both the concepts underlying database marketing efforts and the all important quantitative reasoning behind it The material is accessible to students and practitioners alike and will be an important contribution to improved understanding of this important marketing discipline Mary Lou Roberts Boston University and author of Direct Marketing Management I think it is a terrific database marketing book it s got it all in clear and logical steps The benefit to the marketing student and professional is that complex database concepts are carefully developed and thoroughly explained This book is a must for all marketing managers in understanding database issues to successfully manage and structure marketing programs and achieve maximum results Dante Cirille DMEF Board Member and Retired President Grolier Direct Marketing An excellent book on the principles of Direct Marketing and utilization of the customer database to maximize profits It is one of the best direct marketing books I have seen in years in that it is broad with specific examples I am going to require new hires to read this book to get a better understanding of the techniques used in Database Marketing Peter Mueller Assistant Vice President of Analysis Scholastic Grolier Division This is an amazingly useful book for direct marketers on how to organize and analyze database information It s full of practical examples that make the technical material easy to understand and apply by yourself I strongly recommend this book to direct and interactive marketers who want to be able to perform professional database analyses themselves or be better equipped to review the work of analysts Pierre A Passavant Professor of Direct Marketing Mercy College and Past Director Center for Direct Marketing New York University The most useful database marketing reference guide published today The authors do an excellent job of laying out all the steps required to plan and implement an effective database marketing strategy in a clear and concise manner A must have for academics marketing managers and business executives Dave Heneberry Director Direct Marketing Certificate programs Western Connecticut State University and Past Chair Direct Marketing Association This book is essential for all direct marketers It serves as a great introduction to the technical and statistical side of database marketing It provides the reader with enough information on database marketing and statistics to effectively apply the techniques discussed or manage others in the environment Richard Hochhauser President Harte Hanks Direct Marketing Ronald G Drozdenko Ph D is Professor and Chair of the Marketing Department Ansell School of Business Western Connecticut State University He is also the founding Director of the Center for Business Research at the Ansell School He

has more than 25 years of teaching experience The courses he teaches include Strategic Marketing Databases Interactive Direct Marketing Management Product Management Marketing Research and Consumer Behavior He is collaborating with the Direct Marketing Education foundation to develop a model curriculum for universities pursuing the area of interactive or direct marketing Working with an advisory board of industry experts he co developed the Marketing Database course in model curriculum Dr Drozdenko has co directed more than 100 proprietary research projects since 1978 for the marketing and research and development of several corporations including major multinationals These projects were in the areas of strategic planning marketing research product development direct marketing and marketing database analysis He also has published several articles and book chapters He holds a Ph D in Experimental Psychology from the University of Missouri and is a member of the American Marketing Association the Society for Consumer Psychology and the Academy of Marketing Sciences He is also the co inventor on three U S patents Perry D Drake has been involved in the direct marketing industry for nearly 15 years He is currently the Vice President of Drake Direct a database marketing consulting firm specializing in response modeling customer file segmentation lifetime value analysis customer profiling database consulting and market research Prior to this Perry worked for approximately 11 years in a variety of quantitative roles at The Reader s Digest Association most recently as the Director of Marketing Services In addition to consulting Perry has taught at New York University in the Direct Marketing Master s Degree program since Fall 1998 currently teaching Statistics for Direct Marketers and Database Modeling Perry was the recipient of the NYU Center for Direct and Interactive Marketing s 1998 1999 Outstanding Master s Faculty Award Perry also lectures on testing and marketing financials for Western Connecticut State University s Interactive Direct Marketing Certificate Program Along with Ron he is collaborating with the Direct Marketing Education Foundation to develop a model curriculum for universities pursuing the area of interactive or direct marketing Perry earned a Masters of Science in Applied Statistics from the University of Iowa and a Bachelor of Science in Economics from the University of Missouri The book evolved from an outlined developed by an advisory board of industry experts that was established by the Direct Marketing Educational Foundation Contemporary direct marketing and e commerce could not exist without marketing databases Databases allow marketers to reach customers and cultivate relationships more effectively and efficiently While databases provide a means to establish and enhance relationships they can also be used incorrectly inefficiently and unethically This book looks beyond the temptation of the quick sale to consider the long term impact of database marketing techniques on the organization customers prospective customers and society in general Ron Drozdenko and Perry Drake help the reader gain a thorough understanding of how to properly establish and use databases in order to build strong relationships with customers There is not another book on the market today that reveals the level of detail regarding database marketing applications the how s why s and when s Features Benefits Draws on numerous examples from real businesses Includes applications to all direct marketing media including the Internet Describes

in step by step detail how databases are developed maintained and mined Considers both business and social issues of marketing databases Contains a sample database allowing the reader to apply the mining techniques Offers access to comprehensive package of academic support materials *Wiley International Encyclopedia of Marketing, 6 Volume Set*, 2011-02-07 With over 300 entries from hundreds of global experts this is one of the premier marketing reference resources available worldwide The 6 volume WIEM provides scholars and professionals with an international guide to marketing concepts and applications The far reaching new developments challenges and opportunities that have arisen in recent years are fully reflected in the entries Scholars and professionals will enjoy the flexible multi level structure with entries ranging from topics summaries to short essays reviewing areas of development and debate Entries are further extended by sophisticated cross referencing both among volumes and between encyclopedia entries and external sources The encyclopedia is also available online For ease of reference the entries are arranged alphabetically within each of the subject volumes Designed to encompass the scope of modern marketing the volumes cover Volume 1 Marketing Strategy Volume 2 Marketing Research Volume 3 Consumer Behavior Volume 4 Advertising and Integrated Communication Volume 5 Product Innovation and Management Volume 6 International Marketing **The Customer Centricity Playbook** Peter Fader, Sarah E. Toms, 2018-10-30 A 2019 Axiom Business Award winner In The Customer Centricity Playbook Wharton School professor Peter Fader and Wharton Interactive s executive director Sarah Toms help you see your customers as individuals rather than a monolith so you can stop wasting resources by chasing down product sales to each and every consumer *Proceedings of the 12th International Conference on Soft Computing and Pattern Recognition (SoCPaR 2020)* Ajith Abraham, Yukio Ohsawa, Niketa Gandhi, M.A. Jabbar, Abdelkrim Haqiq, Seán McLoone, Biju Issac, 2021-04-15 This book highlights the recent research on soft computing and pattern recognition and their various practical applications It presents 62 selected papers from the 12th International Conference on Soft Computing and Pattern Recognition SoCPaR 2020 and 35 papers from the 16th International Conference on Information Assurance and Security IAS 2020 which was held online from December 15 to 18 2020 A premier conference in the field of artificial intelligence SoCPaR IAS 2020 brought together researchers engineers and practitioners whose work involves intelligent systems network security and their applications in industry Including contributions by authors from 40 countries the book offers a valuable reference guide for all researchers students and practitioners in the fields of Computer Science and Engineering *The Customer Centricity Ebook Collection (3 Books)* Peter Fader, Bruce G. S. Hardie, Michael Ross, Sarah E. Toms, 2024-07-23 Available for the First Time Three Books in One The Customer Centricity Ebook Collection is a must have for any business leader looking to understand and implement customer centric strategies This collection includes three essential books by renowned experts Peter Fader Bruce Hardie Michael Ross and Sarah Toms all of whom are leaders in the field of customer centricity The collection includes three books in a single volume Customer Centricity by Peter Fader The Customer Centricity Playbook by Peter Fader and Sarah Toms The Customer

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