

# **Guide To Database Marketing**

Arthur F. Holtman, Donald C. Mann

#### **Guide To Database Marketing:**

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Marketing Graeme McCorkell,1997 Through examples and case studies this book demonstrates how to adopt the methods technology and techniques pioneered in direct marketing and apply them in the broader context of integrated marketing

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Optimal Database Marketing Ronald G Drozdenko, Perry D Drake, 2002-03-26 This informative book looks at the long term impact of database marketing techniques on the organisation customers both actual and prospective and society in general The authors advise on how to use databases to build strong customer relationships Database Management Strathclyde Graduate Business School, 1993 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

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