



Strategic Database Marketing 4e: The Masterplan for Starting and Managing a Profitable, Customer-Based Marketing Program, Arthur Hughes, McGraw Hill Professional, 2011, 0071773649, 9780071773645, 608 pages. Use the latest digital technologies for lifelong customers and repeat sales

Arthur Middleton Hughes is database marketing's Great Explainer. He has a unique gift for taking complex subjects and breaking them down in ways people can easily understand. This is the most approachable book I have ever read on the subject.

Ken Magill, Publisher, The Magill Report

Strategic Database Marketing is a must-read for anyone in CRM or e-mail marketing. The Customer Lifetime Value information and formula is critical to utilize. Arthur's information makes it easy to update with your e-mail metrics and improve KPIs to know the success of each marketing program.

David Horwedel, eCRM Program Manager, Dell

Arthur Hughes is truly a direct marketing database guru. This edition of Strategic Database Marketing [is a] must-read for any marketer in today's ever-changing environment.

Vicki Updike, President, Miles Kimball Company

Strategic Database Marketing objectively challenges the very way we go about using our data and where we should be going in the future. It is an important, informative, and enjoyable read.

Matt Edgar, Founder, Global Marketing Alliance and publisher of Direct Marketing International

Strategic Database Marketing provides the fundamentals of consumer data management that every marketer should know. Arthur's insight into utilizing e-mail and social media both as a data source and communication medium is key to creating the highly relevant and targeted messaging that today's consumers demand.

Angela Sanchez, Sr. Director of Marketing, Universal Music Group

Arthur Hughes describes how smart marketers amass the mounds of valuable customer data accumulated by their company, find common characteristics among those individuals, and then suggest a product or service that customers will be eager to purchase—even before they know they want to buy it.

Kathryn Kiritsis, Director Online Marketing, Avis Budget Group

Read this book if you are looking to make sense of the complexities of database marketing in the digital world. Mr. Hughes has produced a tour de force.

Steve Cobden, CMO, Thompson & Company of Tampa, Inc.

I have learned so much from Arthur Hughes over the years! This book is no exception. He continues not only to address theory, but also offer practical, measurable application.

Sue Coakley, Sr. Director, Customer Contact Strategy, Yahoo!

About the Book: Since the previous edition of Strategic Database Marketing was published in 2006, digital tools like Google, e-mail, mobile devices, and social networking sites have completely changed the game. Customer outreach knows no boundaries, program management is more complex, and smart use of databases is absolutely critical to success. With these new challenges, though, come great opportunities—and this thoroughly updated new edition has everything you need to seize them all. Retaining all the tips, tactics, and strategies that have made Strategic Database Marketing the go-to resource for marketers who take their craft seriously, this classic guide gives you the most current tools and techniques for gathering and measuring metrics and making accurate predictions with them. Completely revised and updated, this new edition covers all the foundational database marketing principles and practices, including: Lifetime value (LTV) Building profits with recency and frequency The off-e-mail sales multiplier Customer and subscriber acquisition Monetary (RFM) analysis Expanding retail store traffic Customer segmentation Analytics and modeling Loyalty marketing Measuring the impact of social media Testing and control groups Business-to-business database marketing All quizzes, forms, strategies, charts, and graphs are available online for instant reference and downloads. The book also enables you to calculate the lifetime value of your subscribers and customers and sample online databases to quantify your efforts. The personal customer information stored in your company's database files provides you with a unique and valuable competitive advantage. But are you using that information productively? Is your data difficult if not impossible for frontline employees to access when needed? Strategic Database Marketing, Fourth Edition, is a one-stop resource for making the best possible use of database marketing to meet your strategic goals while keeping up with the changing nature of the market..

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The Next Step in Database Marketing: Consumer Guided Marketing Privacy for Your Customers, Record Profits for You, Dick Shaver, Sep 4, 1996, Business & Economics, 482 pages. Praise for

The Next Step in Database Marketing "This book should be required reading for every direct marketer!" —Karen Quinn, Vice President, Marketing Education and Training ....

Applications of data mining to electronic commerce , Ron Kohavi, Foster Provost, 2001, , 153 pages. Applications of Data Mining to Electronic Commerce brings together in one place important contributions and up-to-date research results in this fast moving area. Applications ....

Facebook Marketing All-in-One For Dummies , Amy Porterfield, Phyllis Khare, Andrea Vahl, Dec 5, 2012, Business & Economics, 696 pages. Great new edition covers what you need to know for successful Facebook marketing Facebook keeps evolving, and so does the social mediasphere. Even if you have a Facebook ....

Customer Relationship Marketing Get to Know Your Customers and Win Their Loyalty, Merlin Stone, Neil Woodcock, Liz Machtynger, 2000, Business & Economics, 228 pages. As major corporations work to unlock the full power of e-commerce they are realizing that customer relationship marketing is an important key: only by forming a lasting ....

E-shock 2020 How the Digital Technology Revolution Is Changing Business and All Our Lives, Michael De Kare-Silver, Sep 30, 2011, Business & Economics, 168 pages. Explores how technological and digital innovations have changed the way we work, and shows how businesses and organizations must harness the new technology to succeed in the ....

Strategic Database Marketing , Rob Jackson, 1994, Business & Economics, 262 pages. Peter Diamandis' exciting discovery will be shared by every reader of Strategic Database Marketing. Rob Jackson and Paul Wang have swept aside the confusion that surrounds ....

Desktop Database Marketing , Jack Schmid, Alan Weber, 1998, Business & Economics, 278 pages. Desktop Database Marketing isn't just another "database book." It isn't even just another database marketing book. It is a marketing book written by businesspeople who give you ....

The New Direct Marketing How to Implement a Profit-driven Database Marketing Strategy, Rajeev Batra, David Shepard Associates, 1999, Business & Economics, 716 pages. This revised and updated third edition of the text includes detailed coverage of late-1990s developments in modelling, statistical analysis, data warehouses, decision support ....

Direct and Database Marketing , Graeme McCorkell, 1997, Business & Economics, 315 pages. This book places great emphasis on the application of one-to-one marketing databases to the marketing process..

Consumer behavior , Roger D. Blackwell, Paul W. Miniard, James F. Engel, 2006, , 774 pages. (from Prev. Ed.) This text contains diverse and balanced coverage of consumer behavior research in theory and application from some of the pioneering authors in this field ....

The complete database marketer tapping your customer base to maximize sales and increase profits, Arthur Middleton Hughes, Jan 1, 1991, Business & Economics, 551 pages. .

Grant-Writing Business: Entrepreneur's Step-by-Step Startup Guide Entrepreneur's Step-By-Step Startup Guide, Entrepreneur Magazine, Aug 20, 2013, Business & Economics, 1194 pages. Start Your Own Grant Writing Business Thanks to funders like the Bill and Melinda Gates Foundation, grant writing is a growing industry and a vital service needed by nonprofit ....

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Relationship Marketing A Consumer Experience Approach, Steve Baron, Tony Conway, Gary

Warnaby, May 5, 2010, Business & Economics, 202 pages. In this exciting new book the authors explore the factors of relationship marketing in its contemporary context, with the consumer in mind. From the experience of a football ....

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