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PRINCIPLES OF DIRECT AND DATABASE MARKETING

A Digital Orientation

FOURTH EDITION



ALAN TAPP

Principles Of Direct And Database Marketing

Jay Diamond, Gerald Pintel



Principles Of Direct And Database Marketing:

Principles of Direct and Database Marketing Alan Tapp, 2005 Alan Tapp is one of the few writers on direct and database marketing who meets the needs of practitioners and students His experience of working in direct and database marketing and then of researching and teaching in the area gives him the ideal basis for this book which is one of the best guides available on the subject Professor Merlin Stone Business Research Leader Business Consulting Services IBM UK Ltd IBM Professor of Business Transformation School of Management University of Surrey Indispensable to both students and practitioners alike Principles of Direct and Database Marketing 3e builds upon the strengths of the 2nd edition As direct marketing continues to quickly evolve Tapp's book brings the latest trends and developments to the forefront A rich source of insights Given the growing importance of direct and database marketing to clients businesses today Tapp explores a broad spectrum of issues and illustrates them with insightful case studies Accessible to the newcomer and a welcome reminder for those needing a refresher Martin Troughton Founder and Managing Partner of Harrison Troughton Wunderman A market leader Principles of Database Marketing 3e offers a focused discussion that links academic theory to the everyday practices in the commercial world New features include The latest changes in the world of geodemographics and lifestyle databases and detailed description of new products introduced over the last 5 years Chapter 4 New media coverage including the Internet and e mail Chapter 6 and SMS Texting and interactive TV Chapter 10 Fresh examination of the strategic influences on direct marketing and brand response Also gets behind the fads jargon and clichés that characterise much of the relationship marketing writing New case studies throughout sourced from award winning UK based direct marketing agencies Brand new Chapter 14 which includes a fully worked large scale case study Alan Tapp is Senior Lecturer at Bristol Business School at the University of West England

Principles of Direct, Database and Digital Marketing Alan Tapp, Ian Whitten, Matthew Housden, 2013

Principles of Direct and Database Marketing Alan Tapp, 2008 This market leading forward thinking textbook comprehensively addresses the impact of new technologies on the principles and practices of Direct Marketing

Principles of Direct and Database Marketing (3a. Ed.). Alan Tapp, 2005

Steuerung von Dialogmarketingkampagnen Benedikt Lindenbeck, 2018-02-09 Benedikt Lindenbeck untersucht anhand realer Daten eines Versicherungsunternehmens inwiefern auf Basis bestehender Kundenbeziehungen Empfehlungen für die Auswahl zu adressierender Rezipienten im Dialogmarketing abgeleitet werden können Er entwickelt eine Methodik die eine Kombination verschiedener statistischer Analysemethoden ermöglicht und zeigt zudem auf dass hierdurch eine ökonomisch vorteilhafte Auswahl zu adressierender Rezipienten möglich ist Anlass seiner Untersuchungen ist dass das Dialogmarketing heutzutage zahlreiche Möglichkeiten bietet potenzielle und tatsächliche Kunden anzusprechen Die hohen Ausgaben die auf den Einsatz entsprechender Instrumente entfallen lassen vor dem Hintergrund mitunter geringer Erfolgsquoten Optimierungspotenziale mit Blick auf die Steuerung entsprechender Kampagnen vermuten

Valuepack: Internet Marketing Dave Chaffey, Alan

Tapp,2007-12-14 This Value Pack consists of Internet Marketing Strategy Implementation and Practice 3 e by Chaffey ISBN 9780273694052 Principles of Direct and Database Marketing 3 e by Tapp ISBN 9780273683551 **Valuepack:Internet Marketing** Dave Chaffey,Alan Tapp,Mark N. K. Saunders,Adrian Thornhill,Philip Lewis,2008-01-22 This Value Pack consists of Internet Marketing Strategy Implementation and Practice 3 e by Chaffey ISBN 9780273694052 Principles of Direct and Database Marketing 3 e ISBN 9780273683551 Research Methods for Business Students 4 e by Saunders Thornhill Lewis ISBN 9780273701484 **Direct and Database 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 **Tourism Marketing and Management Handbook** Stephen F. Witt,Luiz Moutinho,1994 This handbook provides a detailed guide to marketing and management in tourism in the 1990s This second edition features 100 contributions from international authorities on the subject new chapters reflecting the issues of increasing importance in tourism greater emphasis on management and internationally applicable topics and major revisions of all existing chapters The contents have been reorganized by subject area for convenience Designed to provide a user friendly reference the topics covered include cost benefit analysis hotel marketing international tourism trends financial analysis and planning quality management and pricing and promotional strategy This edition shows the application of marketing and management techniques within the tourism industry and is appropriate for use in tourism businesses of any size **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 **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 Ancell School of Business Western Connecticut State University He is also the founding Director of the Center for Business Research at the Ancell 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

The New Direct Marketing: How to Implement A Profit-Driven Database Marketing Strategy David Shepard Associates,1999-04-21 Deploy marketing dollars more efficiently In today's take no prisoners direct marketing battleground the only way to win is to recognize and exploit all of DM's interconnecting components Using cutting edge research and examples drawn from today's business pages The New Direct Marketing Third Edition by the award winning David Shepard Associates shows you how to sell to increasingly wary and jaded consumers This exhaustively updated edition introduces you to recent technological changes from data mining data warehouses and CHAID modelling to profitable use of the Internet You'll develop customized customer focused marketing programs and strategies as you learn how to Offset through the roof marketing costs with predictive and segmentation modeling Profit from a constant stream of demographic psychographic and lifestyle data from ongoing customer dialogues Target promos and bonus offers based on previous purchases buying patterns and stated preferences Much much more

Principles of Marketing Jay Diamond,Gerald Pintel,1991 An introduction to marketing this book provides coverage of the fundamentals and offers insights into recent developments It looks at the characteristics of the target market examines the development of the marketing mix and discusses ways to get the product to the market

Database Marketing Robert C. Blattberg,Byung-Do Kim,Scott A. Neslin,2010-02-26 Database marketing is at the crossroads of technology business strategy and customer relationship management Enabled by sophisticated information and communication systems today's organizations have the capacity to analyze customer data to inform and enhance every facet of the enterprise from branding and promotion campaigns to supply chain management to employee training to new product development Based on decades of collective research teaching and application in the field the authors present the most comprehensive treatment to date of database marketing integrating theory and practice Presenting rigorous models methodologies and techniques including data collection field testing and predictive modeling and illustrating them through dozens of examples the authors cover the full spectrum of principles and topics related to database marketing This is an excellent in depth overview of both well known and very recent topics in customer management models It is an absolute must for marketers who want to enrich their knowledge on customer analytics Peter C Verhoef Professor of Marketing Faculty of Economics and Business University of Groningen A marvelous combination of relevance and sophisticated yet understandable analytical material It should be a standard reference in the area for many years Don Lehmann George E Warren Professor of Business Columbia Business School The title tells a lot about the book's approach though the cover reads database the content is mostly about customers and that's where the real world action is Most enjoyable is the comprehensive story in case after case which clearly explains what the analysis and concepts really mean This is an essential read for those interested in database marketing customer relationship management and customer optimization Richard Hochhauser President and CEO Harte Hanks Inc In this tour de

force of careful scholarship the authors canvass the ever expanding literature on database marketing This book will become an invaluable reference or text for anyone practicing researching teaching or studying the subject Edward C Malthouse Theodore R and Annie Laurie Sills Associate Professor of Integrated Marketing Communications Northwestern University

International Direct Marketing Manfred Krafft,Jürgen Hesse,Jürgen Höfling,Kay Peters,Diane Rinas,2007-10-14 Direct marketing is a fast growing and dominant domestic marketing instrument in many countries Direct marketing follows the path of the rapid advances of globalization international direct marketing IDM is already a multi billion dollar business and an attractive instrument for foreign market entry and international customer communication This book is the first to focus exclusively on IDM combining state of the art knowledge best practice and unique data The first part is a comprehensive well structured review covering relevant sources ranging from academic journals to practitioner magazines The second part consists of best practice examples of various aspects of IDM The third part contains a summary of a proprietary consumer study on direct marketing attitudes and affinities across 24 countries in North America Europe and Asia The book provides the reader with a comprehensive and easy to understand guide to international direct marketing **Principles of**

Marketing Philip Kotler,Gary Armstrong,Gary M. Armstrong,1999 Principles of Marketing Third European Edition provides an introduction to modern marketing Recognising the increasing significance of globalisation and e business John Saunders and Veronica Wong have dealt with Europe in a global marketing context Illustrative examples and case studies are drawn from across Europe and around the world *Multimedia Law* Richard Raysman,1994 **Principles of Marketing** Philip

Kotler,Prentice Hall,1995-08-01 The 12th edition of this popular text continues to build on four major marketing themes building and managing profitable customer relationships building and managing strong brands to create brand equity harnessing new marketing technologies in the digital age and marketing in a socially responsible way around the globe Thoroughly updated and streamlined Principles of Marketing tells the stories that reveal the drama of modern marketing reflecting the major trends and forces that are impacting this dynamic and ever changing field Topics include the marketing environment managing information consumer business buyer behavior segmentation targeting and positioning branding strategies distribution channels advertising and sales promotion direct marketing and the global marketplace An excellent tool for anyone in marketing and sales whether self or corporate employed **Journal of Marketing** ,1997 **Annual Institute on Computer Law** ,2000

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