
Precision marketing : the new rules
for attracting, retaining, and leveraging
profitable customers

Precision Marketing The New Rules For Attracting Retaining And Leveraging Profitable Customers

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Precision Marketing The New Rules For Attracting Retaining And Leveraging Profitable Customers:

Precision Marketing Jeff Zabin, Gresh Brebach, 2004-02-19 Today the pressure to demonstrate Marketing ROI has never been greater and many companies are taking a more scientific approach to marketing and treating it as a true business discipline This means applying more rigor to capturing analyzing and manipulating customer data and delivering narrowly defined messages designed to resonate with customers specific wants and needs This process is called precision marketing Based on extensive research and their own experience working with some of the world s largest and most progressive marketing organizations Jeff Zabin and co author Gresh Brebach show how precision marketing can yield enormous business value Writing in an engaging style that touches on everything from Renaissance thinking to Minority Report they provide a definitive roadmap for combining precision marketing with mass marketing to cut costs grow revenues and create an overall competitive advantage

Profit Brand Nick Wreden, 2007 Profit Brand presents a results driven view of branding that any CEO or CFO would applaud While branding strategies often concern themselves with awareness visibility impact and image author Nick Wreden shifts the focus to the bottom line He offers a comprehensive metrics based approach to branding that allows companies to link branding activities directly with profits Wreden looks at the inefficiencies of traditional branding strategies that stress customer acquisition over customer retention Customer loyalty he argues is the key to delivering profitability With this in mind he explores loyalty schemes the need to own the customer experience and the means of leveraging allies as brand ambassadors He covers topics such as segmentation optimization pricing and communication strategies and explores accountability systems such as six sigma CRM and scorecards Citing examples from global brands such as IBM Disney Amex and KLM the book highlights marketing practices both good and bad

The Advanced Dictionary of Marketing Scott Dacko, 2008 This advanced dictionary of marketing focuses on leading edge terminology for use by people who are serious about the theory and practice of marketing With over 1 000 entries ranging in length and depth it is the ideal reference guide for researchers directors managers and anyone studying marketing for a professional or academic qualification

Proceedings of the 2022 2nd International Conference on Business Administration and Data Science (BADs 2022) Víctor Fernández-Viagas, Bijay Kumar Kandel, Changiz Valmohammadi, Hrushikesh Mallick, 2023-01-20 This is an open access book The 2nd International Conference on Business Administration and Data Science BADs 2022 is hosted by Kashi University and organized by the College of Economics and Management of Kashi University The 2nd International Conference on Business Administration and Data Science BADs 2022 is one of the series of activities for the 60th anniversary of the founding of Kashgar University In the current situation of rapid economic development the competition in the market is increasingly fierce The drawbacks of traditional enterprise management and the backward management concept have seriously hindered the normal development of enterprises In order to improve their competitive advantages and market share enterprises must optimize their management methods and build a modern business administration system In this situation

enterprises can only promote their development process by improving their business management mode and formulating scientific business management policies

Proceedings of the 2022 5th International Conference on Humanities Education and Social Sciences (ICHESS 2022) Augustin Holl, Jun Chen, Guiyun Guan, 2023-02-09 This is an open access book ICHES started in 2018 the last four sessions of ICHES have all been successfully published ICHES is to bring together innovative academics and industrial experts in the field of Humanities Education and Social Sciences to a common forum And we achieved the primary goal which is to promote research and developmental activities in Humanities Education and Social Sciences and another goal is to promote scientific information interchange between researchers developers engineers students and practitioners working all around the world 2022 5th International Conference on Humanities Education and Social Sciences ICHES 2022 was held on October 14 16 2022 in Chongqing China ICHES 2022 is to bring together innovative academics and industrial experts in the field of Humanities Education and Social Sciences to a common forum The primary goal of the conference is to promote research and developmental activities in Humanities Education and Social Sciences and another goal is to promote scientific information interchange between researchers developers engineers students and practitioners working all around the world The conference will be held every year to make it an ideal platform for people to share views and experiences in Humanities Education and Social Sciences and related areas

Loyalty Myths Timothy L. Keiningham, Terry G. Vavra, Lerzan Aksoy, Henri Wallard, 2005-10-10 In Loyalty Myths the authors have assembled 53 of the most common beliefs about customer loyalty all of them wrong or misconceived Each of the beliefs in this book is debunked with real world examples While other books speak in platitudes this book is the only one to validate each proposition with real data Granted unprecedented access to customer records from a variety of multi national corporations Through these records Ipsos Loyalty was able to precisely track the impact of this customer centric construct on actual purchasing behavior The authors findings and conclusions will stun business leaders around the world The lessons learned from these provide a true guide for the proper use of customer loyalty

Contemporary Developments and Perspectives in International Health Security Stanislaw P. Stawicki, Michael S. Firstenberg, Sagar C. Galwankar, Ricardo Izurieta, Thomas Papadimos, 2021-01-07 International health security IHS is a broad and highly heterogeneous area Within this general context IHS encompasses subdomains that potentially influence and more specifically endanger the well being and wellness of humans The general umbrella of IHS includes but is not limited to natural disasters emerging infectious diseases EID and pandemics rapid urbanization social determinants of health population growth systemic racism and discrimination environmental matters civilian violence and warfare various forms of terrorism misuse of antibiotics and the misuse of social media The need for this expanded definition of health security stems from the realization that topics such as EID food water and pharmaceutical supply chain safety medical and health information cybersecurity and bioterrorism although important within the overall realm of health security are not only able to actively modulate the wellness and health of human

populations but also tend to do so in a synergistic fashion This inaugural tome of a multi volume collection Contemporary Developments and Perspectives in International Health Security introduces many of the topics directly relevant to modern IHS theory and practice This first volume provides a solid foundation for future installments of this important and relevant book series **Public Relations Review** Foundation for Public Relations Research and Education (U.S.),2004

Computing and Combinatorics Ding-Zhu Du,Guochuan Zhang,2013-05-17 This book constitutes the refereed proceedings of the 19th International Conference on Computing and Combinatorics COCOON 2013 held in Hangzhou China in June 2013 The 56 revised full papers presented were carefully reviewed and selected from 120 submissions There was a co organized workshop on discrete algorithms of which 8 short papers were accepted and a workshop on computational social networks where 12 papers out of 25 submissions were accepted *American Book Publishing Record* ,2004 **Indeks terjemahan terbitan dalam negeri 2005-2009** Perpustakaan Nasional (Indonesia),2012 Catalog of Indonesian translated books from the collection of the National Library of Indonesia **Books In Print 2004-2005** Ed Bowker Staff,Staff Bowker, Ed,2004 **Casino Journal** ,1999 CGI ,2001 Magazine of Wall Street and Business Analyst ,1938

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