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# Database Marketing

**Victor M. Corman**



## **Database Marketing:**

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

**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

Database Marketing Edward L. Nash, 1993 Database marketing is the ultimate extension of direct marketing selling to an individual rather than to groups coming full circle to the one on one relationship eroded by decades of mass marketing Other books discuss the subject in theory but only Database Marketing shows how to use this revolutionary tool to sell everything from packaged goods to financial services Database Marketing delivers inside guidance from the industry's acknowledged master strategist Ed Nash reveals the wealth of database techniques he has pioneered for mega marketers like Procter mine existing sources of names build refine and enhance your own custom lists apply databases in every aspect of marketing to introduce products build retail traffic cross sell and extend product lines launch conquest mail against specific users of competing brands take advantage of psychographics as well as demographic and category usage methods solicit loyalty because your own customers are probably your most neglected market soothe your customers concerns about privacy and even use them to strengthen the sales relationship Database marketing is the marketing battleground of the next century which is why major corporations are already building their arsenals says Ed Nash Join the leaders Database Marketing is your complete reference and your indispensable guide to the most significant marketing tool since direct marketing itself

**Database Marketing** Robert C. Blattberg, Byung-Do Kim, Scott A. Neslin, 2008-01-23 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

**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

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*Database Marketing and Direct Mail* Robin Fairlie,1993

**The New Direct Marketing** Rajeev Batra,David Shepard Associates,1990 The New Direct Marketing Third Edition shows you how to combine database technology with innovative direct marketing methods to first identify and then profit from your customers all important needs desires likes and dislikes

**The Complete Database Marketer** Arthur Middleton Hughes,1991

**The Business of Database Marketing** Richard N. Tooker,Arthur Middleton Hughes,2008-10-01 Book CD ROM Does the business world really need another book about database marketing Hasn t pretty much everything that needs to be said about the subject already been written Well no Dozens of books have been written by database marketing and customer relationship management experts covering various aspects of the disciplines but there isn t a single book or article that shows how to incorporate all of this wisdom into a coherent overarching business strategy that includes both the database marketing strategy and the technology build What s missing and what s needed is a clear non technical explanation of how all the parts should fit together to create a dynamic customer centric productive business without the endless acronyms and murky pools of technical jargon Also there is a

crying need for a book that approaches the problem the way business people live and work by defining the problems and objectives and then identifying the technology that will fix those problems and achieve those objectives not the other way around In addition the book provides inside information about the actual business of database marketing That actual business includes knowing how to get the maximum benefit from working with an agency or supplier and on the other side how to work with a client The Business of Database Marketing covers all the bases for the typical business reader It even includes a catalog of the 37 Best Practices and a roundup of some of the major Dos and Don ts in making business sense of the world of database marketing It will be the one easy to read and easy to understand guide for putting database marketing and customer relationship management to productive use for every business

Perspectives On Promotion And Database Marketing: The Collected Works Of Robert C Blattberg Greg M Allenby,2010-04-21 Quantitative marketing as a discipline started around the mid 60 s and has been dominated by only a handful of individuals Robert Blattberg is one of them and has been a leader in setting a research agenda for this discipline The collection of articles in this book along with commentary by some of his doctoral students is a magnificent testament to the genius of Robert Blattberg The chapters in this book are organized into six parts The first part titled Early Bob traces research which he completed during the first decade after he joined University of Chicago The second part is titled Statistical Bob This part comprises papers that Robert wrote in characterizing the response of consumers to dealing The third part is titled Promotional Bob and covers roughly a ten year stretch from 1987 to 1996 The fourth part titled Big Bob describes Robert s contribution to and impact on marketing practice The fifth part is titled Direct Bob and focuses on what customer level data should be gathered how they should be organized linked and analyzed and what metrics should be used to assess customer value The sixth and final part titled Micro Macro Bob is not genre or area specific as much as an illustration of Robert s overall research interests in marketing mix modeling

Data Driven Marketing For Dummies David Semmelroth,2013-09-20 Embrace data and use it to sell and market your products Data is everywhere and it keeps growing and accumulating Companies need to embrace big data and make it work harder to help them sell and market their products Successful data analysis can help marketing professionals spot sales trends develop smarter marketing campaigns and accurately predict customer loyalty Data Driven Marketing For Dummies helps companies use all the data at their disposal to make current customers more satisfied reach new customers and sell to their most important customer segments more efficiently Identifying the common characteristics of customers who buy the same products from your company or who might be likely to leave you Tips on using data to predict customer purchasing behavior based on past performance Using customer data and marketing analytics to predict when customers will purchase certain items Information on how data collected can help with merchandise planning Breaking down customers into segments for easier market targeting Building a 360 degree view of a customer base Data Driven Marketing For Dummies assists marketing professionals at all levels of business in accelerating sales through analytical insights

**Sport**

**Marketing** George R. Milne, Mark A. McDonald, 1999 This edition presents cutting edge conceptual and empirical approaches for managers to conduct relationships with consumers *Managing Database Marketing Technology for Success*, 1992 Database Marketing: Analyzing And Managing Customers Blattberg, 2009-10-01 Targeting Using Augmented Data in Database Marketing Bettina Hüttenrauch, 2016-06-22 This study delivers insights on which external sources e.g website click behavior surveys or social media data can and cannot be used for data augmentation A case study is performed to test the suitability of different sources in order to create a generalized practical guide for data augmentation in marketing Data augmentation is a beneficial tool for companies to use external data if the internal data basis for targeting is not sufficient to reach the customers with the highest propensity This study shows that augmenting data from feasible sources leads to significant conversion lifts Advanced Database Marketing Koen W. De Bock, 2016-03-23 While the definition of database marketing hasn't changed its meaning has become more vivid versatile and exciting than ever before Advanced Database Marketing provides a state of the art guide to the methods and applications that define this new era in database marketing including advances in areas such as text mining recommendation systems internet marketing and dynamic customer management An impressive list of contributors including many of the thought leaders in database marketing from across the world bring together chapters that combine the best academic research and business applications The result is a definitive guide and reference for marketing and brand analysts masters students teachers and researchers in marketing analytics The proliferation of marketing platforms and channels and the complexity of customer interactions create an urgent need for a multidisciplinary and analytical toolkit Advanced Database Marketing is a resource to enable marketers to achieve insights and increased financial performance to provide them with the capability to implement and evaluate approaches to marketing that will meet in equal measure the changing needs of customers and the businesses that serve them **Desktop Database Marketing** Jack Schmid, Alan Weber, 1998 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 know how to capitalize on desktop technology to market more effectively and efficiently In straightforward language with a minimum of technical jargon the authors show you how to improve all of your customer communications make the economics of database marketing work for your organization regardless of its size or type build flexible operations and systems that work for your organization's specific needs develop a marketing strategy that builds customer relationships gives you useful information you can put to work and tailors strategies and tactics to the special needs of your organization The Complete Database Marketer: Second Generation Strategies and Techniques for Tapping the Power of Your Customer Database Arthur Hughes, 1995-09-01 Presents information on database marketing and includes topics such as media selection for database marketing the PC server and the mainframe hardware and software for database marketing selling the database to top management and measured marketing in retail chains **How to Market Computers and**

**Information Technology** Hamish E. Macarthur, Merlin Stone, 2016-07-27 How to Market Computers and Information Technology covers all the basic principals of marketing from strategic planning through to management implementation Covering all aspects of the marketing mix this book provides practical guidance on all the steps required for planning implementing and executing sales and marketing programmes This is an invaluable reference source for all managers and professionals in the information technology industry Videos Hamish Macarthur in conversation with the late Brian Redhead Differentiation in today s markets depends on clear marketing strategies implemented with a strong emphasis on service This series of 4 videos covers the following key aspects of implementing sales and marketing strategy Selling and Account Management Customer Service Distribution Channels Products and Product Mix The videos offer an authoritative insight into helping sales marketing and planning professionals to address the key issues For further information please write to Just Results Multimedia PO Box11 Woodstock Oxford OX20 1SG

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