

# Principles of Direct & Database Marketing

Alan Tapp

FINANCIAL TIMES  
Prentice Hall

Principles of Direct & Database Marketing

2000



# Principles Of Direct And Database Marketing

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## **Principles Of Direct And Database Marketing:**

**Principles of Direct and Database Marketing** Alan Tapp,2000 This comprehensive text covers all aspects of direct and database marketing It is still the most focused direct marketing text marrying academic principles with the practicalities of the commercial world Building on the success of the first edition each chapter follows successive elements of the marketing planning process providing a clear framework for the book as a whole making it eminently readable and easy to follow Many of the pedagogical features designed to make teaching and learning more effective have been retained from the first edition Chapter introductions and learning objectives encourage the reader to consider the main issues presented chapter summaries and questions consolidate the ideas introduced Exhibits and mini case studies appear throughout the text to reinforce taught concepts the latter are ideal for seminar based exercises A fully worked case study at the end of the text demonstrates how to answer a direct marketing case illustrating the practice behind the theory In addition key changes to the second edition include a new chapter and associated case study covering the impact on direct marketing of the Internet and new technology greater cov

**Principles of Direct, Database and Digital Marketing** Alan Tapp,Ian Whitten,Matthew Housden,2013 *Principles of Direct and Database Marketing (3a. Ed.)*. Alan Tapp,2005 **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 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

**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 **Successful Direct Marketing Methods** Bob Stone,Ron Jacobs,2007-12-05 Direct marketing has grown beyond its roots in traditional mail order to embrace a host of new technologies customer relationship building techniques and performance measures Today businesses and nonprofits of all kinds use direct marketing which now garners 25% of the U S marketer s budget surpassing newspapers and broadcast TV Hailed as the bible of direct marketing for over 30 years Successful Direct Marketing Methods has been completely updated and expanded with all the latest tools and techniques needed for success in today s digital multi channel marketplace Written by world renowned direct marketing experts Bob Stone and Ron Jacobs the Eighth Edition of Successful Direct Marketing Methods contains major revisions to chapters on the creative process fully covering the development of direct mail advertising catalogs and print advertising The Eighth Edition also explores such new topics as The expanding objectives of direct marketing in the digital age Techniques for optimizing customer acquisition up selling and cross selling reducing defections extending loyalty and improving

retention CRM applications data mining call center campaign management and sales force automation Customer experience management connecting customers and brands at every touch point Brand building with direct marketing tools and techniques The growth of direct marketing in Europe Asia and Latin America Methods of international marketing both direct and telemarketing Successful Direct Marketing Methods offers professionals a comprehensive roadmap for direct marketing success across today s multiple marketing channels *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 *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 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. *Internet Marketing* Dave Chaffey, 2000. *Internet Marketing* is a comprehensive guide to how organisations can use the internet to support their marketing activities. Building on traditional marketing theory and concepts together with emerging academic literature the book details a structured approach to applying the internet for marketing. The book is intended to support readers who are or will be involved with using the internet in different capacities from integrating its use with existing marketing and communications strategies through to those involved with the creation and maintenance of web sites. It assumes no knowledge of the application of the Internet to marketing and basic concepts and terms are explained before exploring more advanced topics. *Internet Marketing* explains the key similarities and differences between marketing using the internet and other media, shows how innovative companies are moving beyond static brochureware pages to provide dynamic interactive content to build personalised relationships with customers, goes beyond the use of the web site as a communications tool to explain the impact of the internet on distribution channels, market places and relationships with business partners. *explo*

Strategic Database Marketing Rob Jackson, Paul Wang, 1994. 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 database technology and replaced it with the knowledge and competitive spirit it takes to create the kind of marketing system that will drive the growth of every successful organization. This important book looks into the future and shows marketers and business managers how to take advantage of the countless opportunities new technologies have made available to them. With the emergence of the database comes the means for organizations to communicate one on one with consumers and to tailor all products, messages and customer services to meet and surpass customer expectations. *Strategic Database Marketing* explains what the database is and how it can empower marketers, the ABCs of database marketing, the technology, its applications and capabilities, statistical techniques for market segmentation and profitability analysis and the critical role of database marketing in business growth. Complete with a wealth of case histories that demonstrate database marketing in action. *Strategic Database Marketing* is the book to lead today's marketers onto the highway to the future. **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

*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

*Principles of Marketing* Philip Kotler, Lavelle Rickard, 2000-12 Finding competitive advantage and differentiating the marketing offer global marketing the impact of a united Europe in 1992 service marketing strategy integrated direct marketing and database marketing and geodemographic segmentation are among the topics covered in this book

**Journal of Marketing**, 1991 **Database Marketing and Direct Mail** Robin Fairlie, 1993 The second edition of this book provides a thorough exploration of direct mail and database marketing Both concepts are examined individually and then their inter relationship is discussed revealing that both are necessary if marketing is to be carried out effectively

*Proceedings of the ... Conference of the American Academy of Advertising* American Academy of Advertising. Conference, 2004

**Direct Marketing** Edward L. Nash, 1995 This step by step book explains everything you need to succeed in every aspect of DM from writing a basic marketing plan to writing direct mail copy from planning an offer to planning a layout from designing the product to evaluating the bottom line results You'll discover new analytical methods for forecasting and list selection as well as expert guidance on using and budgeting for DM as part of an overall advertising mix Direct marketing has earned its place in the forefront of advertising and distribution Use it and grow with it All the guidance you need is here in *Direct Marketing* To reap the full profit potential of direct marketing advertisers must keep on top of the latest changes in this fast moving field without losing sight of the basics Ed Nash's classic *Direct Marketing* shows how to do it all do it well and do it profitably Thoroughly revised and updated this renowned guide to the art and science of direct marketing now includes in depth information on database marketing the key to new applications in packaged goods automotive and all general advertising DM guru Nash also puts advertisers into the

fast lane of the emerging information superhighway with his thorough coverage of computer and video based interactive marketing And if you re considering infomercials you ll learn all about producing testing and fulfilling orders through this specialized media format     **International Encyclopedia of Business and Management** Malcolm Warner,1996

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