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. 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, and Ronald G. Drozdenko, Ph.D., 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 has also 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 and 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, he 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 outline 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. Ronald G. Drozdenko and Perry D. 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, why, and when features draw on numerous examples from real businesses. It 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.
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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 Henneberry, director, direct marketing certificate program, Western Connecticut State University, and past chair, direct marketing association. 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Unlocking Ford Secrets

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Relying on memory, a diary, and letters written home, the author provides a journal-style account of a cross-country journey that he and a friend made in the early days of automobile travel.


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O Marvelous Model T!


Use of Mass Mail to Defraud Consumers

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