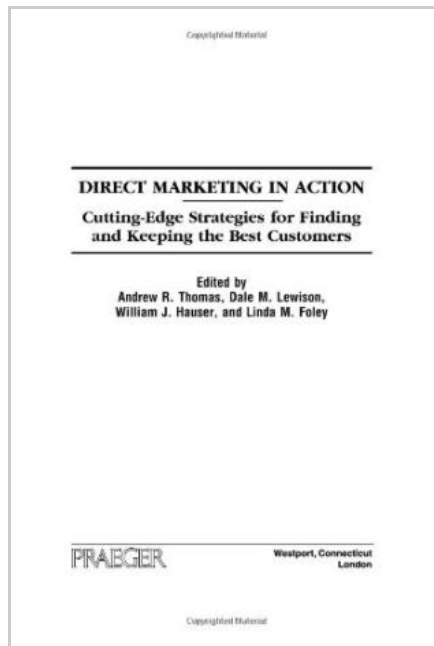




Direct Marketing in Action: Cutting-Edge Strategies for Finding and Keeping the Best Customers

By Andrew R. Thomas, Dale M. Lewison, William J. Hauser, Linda M. Orr, Linda M. Foley

ABC-CLIO. Hardback. Book Condition: new. BRAND NEW, Direct Marketing in Action: Cutting-Edge Strategies for Finding and Keeping the Best Customers, Andrew R. Thomas, Dale M. Lewison, William J. Hauser, Linda M. Orr, Linda M. Foley, In a marketplace increasingly defined by customer categories with high expectations for service, quality, and responsiveness, companies are discovering that traditional mass marketing approaches are giving way to more targeted approaches that communicate directly with their customers. But to many consumers, direct marketing has a bad reputation, associated with intrusive door-to-door salesmen, dinnertime phone solicitations, junk mail, and, most recently, e-mail spam. In Direct Marketing in Action, a team of experts in the field dispels common myths and misconceptions about direct marketing and showcases the most current practices, principles, and techniques. The authors cover the full range of issues that must be considered in developing an effective direct marketing strategy, including competitive analysis, information and data management, media and channel selection, building brand loyalty, and measuring the results of campaigns. Bridging the gap between research and practice, clearly defining terms and concepts, and featuring numerous examples, Direct Marketing in Action will serve as an essential handbook for marketers and a comprehensive overview for students, teachers,...

Reviews

An exceptional pdf and also the typeface applied was intriguing to read through. It is definitely simplified but excitement in the 50 % in the ebook. I discovered this ebook from my dad and i recommended this pdf to find out.

-- Jarod Ward

Complete information for publication enthusiasts. It is really basic but shocks inside the fifty percent of your book. I am just delighted to let you know that this is basically the finest book i have read through in my individual lifestyle and might be he best pdf for actually.

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