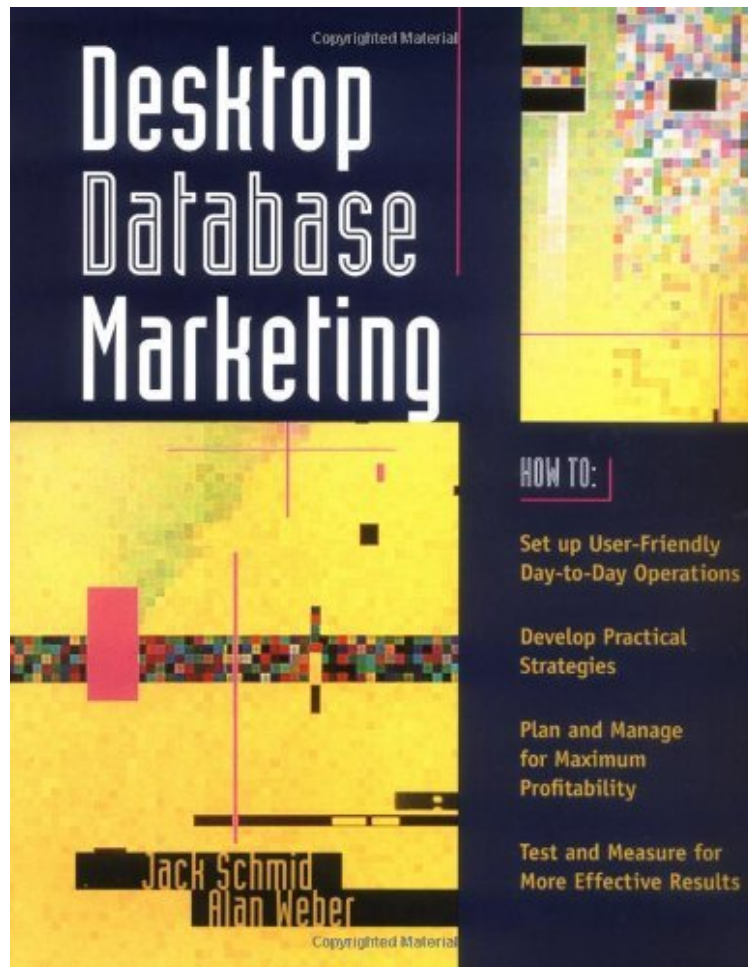


# Desktop Database Marketing

*Jack Schmid, Alan Weber*

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**Jack Schmid, Alan Weber : Desktop Database Marketing** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Desktop Database Marketing:

4 of 5 people found the following review helpful. Great and detailed book for this techniqueBy Harold McFarlandDesktop Database Marketing is a primer on using current desktop technology to market your business in all forms. Not just how to get new customers, but how to maintain customer relations, how to create a decision support system, reporting on your data and multiple case studies. What makes it unique among database marketing books is that it is not filled with technical words or jargon but gets down to the real world of how to use the principles in the book. It starts with the basics of databases and moves into chapters on the economics of database marketing, designing the database, developing a strategy, customer loyalty, relationship marketing, customer cloning, financial planning and case studies. A full and complete text on desktop database marketing it is a good read for anyone planning to market this way that leaves nothing to chance.1 of 8 people found the following review helpful. practical, useful and powerfulBy A CustomerThis book will help you grow your business! The authors approached the complex matter of

database marketing with an easy step by step procedure that everyone can follow. I used the knowledge from this bok right after i read it-- it works. A must read for every marketing practitioner!

"Desktop Database Marketing is a masterful work that belongs on every business bookshelf. Jack Schmid and Alan Weber have succeeded in applying the KISS principle to database marketing in a way that removes the mystique and releases the power without prejudice to size of business."shy;shy;Bob Stone Chairman Emeritus Stone Adler, Inc.  
"Database marketing is what direct marketing is all about these daysshy;shy;and it's going to be even more important in future years. Jack Schmid and Alan Weber have put together a really useful book on this subject, and I highly recommend it."shy;shy;David W. Florence Chairman Direct Media, Inc. "Finally, someone has put together a book that not only shows you what you ought to be doing with your database, but how to do it. It's full of examples that reveal how to apply the principles of customer marketing to nearly any business. And it offers a virtual toolkit of ways for every marketer to have data at their fingertips. In Desktop Database Marketing, Jack Schmid and Alan Weber have produced a winner."shy;shy;Ron Jacobs President Jacobs Clevenger, Inc. "Schmid and Weber have put together a book easy to read . . . easier to understand . . . easier yet to use. I plan on using it."shy;shy;Ray Jutkins Speaker/Marketing Consultant "Lean. No fat. The most practical guide I have seen so far."shy;shy;Jimmy Cygler President RESOLVE! SYSTEMAS Sao Paulo, Brazil "Any time Jack Schmid or Alan Weber offers to write an article for Target Marketing, the editors and I jump at the opportunity and take it sight unseen. Both of them have the unique ability to take highly technical, complex ideas and make them easily understandableshy;shy;and instantly usableshy;shy;for the expert and non-expert alike. Desktop Database Marketing is a gem."shy;shy;Denny Hatch Editor Target Marketing and Who's Mailing What!

From the Back Cover"Database marketing" used to be one of those high-tech terms shrouded in mystery. But not any more. Desktop Database Marketing clears away the technobabble and provides practical solutions to the "unsolved mysteries" of this important marketing technique with easy-to-understand descriptions, commonsense explanations, and real-world examples. 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-now 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 You'll also get insider's tools to manage: Commonsense, productive testing programs More effective customer prospecting Bottom-line effectiveness Linking your communication plan to your financial plan--for greater productivity Integration of short-term tactics and long-term strategies The book concludes with case studies from all sorts of businesses that have put the principles in this book to practical, profitable use. Whether your organization has a multimillion-dollar mainframe or is a "corporate cottage" with two PCs, Desktop Database Marketing will give you practical, profitable advice for putting database marketing to work in your organization.About the AuthorMcGraw-Hill authors represent the leading experts in their fields and are dedicated to improving the lives, careers, and interests of readers worldwide