

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

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

*From Praeger*

*DOC | \*audiobook | ebooks | Download PDF | ePub*

Copyrighted Material

---

## DIRECT MARKETING IN ACTION

---

### Cutting-Edge Strategies for Finding and Keeping the Best Customers


---

Edited by  
Andrew R. Thomas, Dale M. Lewison,  
William J. Hauser, and Linda M. Foley

PRAEGER

Westport, Connecticut  
London

Copyrighted Material

 Download

 Read Online

#3233926 in eBooks 2006-11-30 2006-11-30 File Name: B002V932YO | File size: 22.Mb

**From Praeger : Direct Marketing in Action: Cutting-Edge Strategies for Finding and Keeping the Best Customers** before purchasing it in order to gage whether or not it would be worth my time, and all praised Direct Marketing in Action: Cutting-Edge Strategies for Finding and Keeping the Best Customers:

3 of 3 people found the following review helpful. A Must Read!By R. WarrenThis is a terrific start-to-finish road map for initiating a direct marketing campaign or improving an existing one. It's full of examples and uses a totally applied

approach. It is the best direct marketing book I've ever seen. 3 of 4 people found the following review helpful. Direct Marketing Success By Elias M. Jones This book was fantastic, the text by Dr. Orr, Lewison and Hauser was ground breaking--they gave great insight in the Direct Marketing world. Their strategy and technique in writing was interesting and catching. This is great reading material for any soon to be Marketer. This text is highly recommended!

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, and researchers. From the dentist who sends check-up reminders to his patients to the hotel chain that customizes room amenities based on their guests' profiles, direct marketing is infused with the idea that the best allocation of our marketing dollar is one that focuses on and communicates with our particular micro market—and reinforces the distinctive benefits that we provide to those customers. In *Direct Marketing in Action* 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, featuring numerous examples, and presented in a format that can be read cover-to-cover or in modular fashion, *Direct Marketing in Action* will serve as an essential handbook for marketers and a comprehensive overview for students, teachers, and researchers.