



Strategic Database Marketing: The Masterplan for Starting and Managing a Profitable, Customer-Based Marketing Program

Arthur Hughes

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Web-focused strategies for turning a company's customer list into its most powerful competitive advantage

For more than a decade, *Strategic Database Marketing* has been a popular and authoritative how-to on database marketing, referred to every day by marketing practitioners around the world. Featuring dozens of innovative, workable strategies, it has shown marketers how to profitably manage customer relationships, retain loyalty, increase the incremental profits from each customer in the database, and more.

Fast-changing tools and technologies require author and database marketing pioneer Arthur Hughes to update the book's data and techniques. This substantially revised third edition features:

- A completely new chapter on modeling and appended data
- New details on fast-changing Web technologies and marketing
- Updated material on prospecting, warehousing, and filtering
- In-depth discussion of prospect databases, one of marketing's newest and most promising innovations

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