



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

By Arthur Middleton Hughes

Mcgraw-Hill Education Ltd Feb 2012, 2012. Buch. Book Condition: Neu. 236x158x50 mm. Neuware - Use the latest digital technologies for lifelong customers and repeat sales 'Arthur Middleton Hughes is database marketing's Great Explainer. He has a unique gift for taking complex subjects and breaking them down in ways people can easily understand. This is the most approachable book I have ever read on the subject.' -Ken Magill, Publisher, The Magill Report ' Strategic Database Marketing is a must-read for anyone in CRM or e-mail marketing. The Customer Lifetime Value information and formula is critical to utilize. Arthur's information makes it easy to update with your e-mail metrics and improve KPIs to know the success of each marketing program.' -David Horwedel, eCRM Program Manager, Dell 'Arthur Hughes is truly a direct marketing database guru. This edition of Strategic Database Marketing [is a] must-read for any marketer in today's ever-changing environment.' -Vicki Updike, President, Miles Kimball Company ' Strategic Database Marketing objectively challenges the very way we go about using our data and where we should be going in the future. It is an important, informative, and enjoyable read.' -Matt Edgar, Founder, Global Marketing Alliance and publisher of Direct Marketing International '...



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