

practical information on database marketing that tackles this complex subject but makes it clear enough for the novice to understand this book serves as more than a primer for any senior manager who needs to know the whole story as one who has spent over 20 years of his career involved in publishing and database marketing i have a real appreciation for how difficult it is to explain the finer points of this discipline while keeping it understandable this book does that admirably well done patrick e kenny executive vice president qiosk com this book is especially effective in describing the breadth and impact of the database marketing field i highly recommend this book to anyone who has anything to do with database marketing works in or with this dynamic area naomi bernstein vice president bmg direct ron drozdenko and perry drake have written a guide to database marketing that is thorough and that covers the subject in considerable depth it presents both the concepts underlying database marketing efforts and the all important quantitative reasoning behind it the material is accessible to students and practitioners alike and will be an important contribution to improved understanding of this important marketing discipline mary lou roberts boston university and author of direct marketing management i think it is a terrific database marketing book it s got it all in clear and logical steps the benefit to the marketing student and professional is that complex database concepts are carefully developed and thoroughly explained this book is a must for all marketing managers in understanding database issues to successfully manage and structure marketing programs and achieve maximum results dante cirille dmef board member and retired president grolier direct marketing an excellent book on the principles of direct marketing and utilization of the customer database to maximize profits it is one of the best direct marketing books i have seen in years in that it is broad with specific examples i am going to require new hires to read this book to get a better understanding of the techniques used in database marketing peter mueller assistant vice president of analysis scholastic grolier division this is an amazingly useful book for direct marketers on how to organize and analyze database information it s full of practical examples that make the technical material easy to understand and apply by yourself i strongly recommend this book to direct and interactive marketers who want to be able to perform professional database analyses themselves or be better equipped to review the work of analysts pierre a passavant professor of direct marketing mercy college and past director center for direct marketing new york university the most useful database marketing reference guide published today the authors do an excellent job of laying out all the steps required to plan

and implement an effective database marketing strategy in a clear and concise manner a must have for academics marketing managers and business executives dave heneberry director direct marketing certificate programs western connecticut state university and past chair direct marketing association this book is essential for all direct marketers it serves as a great introduction to the technical and statistical side of database marketing it provides the reader with enough information on database marketing and statistics to effectively apply the techniques discussed or manage others in the environment richard hochhauser president harte hanks direct marketing ronald g drozdenko ph d is professor and chair of the marketing department ancell school of business western connecticut state university he is also the founding director of the center for business research at the ancell school he has more than 25 years of teaching experience the courses he teaches include strategic marketing databases interactive direct marketing management product management marketing research and consumer behavior he is collaborating with the direct marketing education foundation to develop a model curriculum for universities pursuing the area of interactive or direct marketing working with an advisory board of industry experts he co developed the marketing database course in model curriculum dr drozdenko has co directed more than 100 proprietary research projects since 1978 for the marketing and research and development of several corporations including major multinationals these projects were in the areas of strategic planning marketing research product development direct marketing and marketing database analysis he also has published several articles and book chapters he holds a ph d in experimental psychology from the university of missouri and is a member of the american marketing association the society for consumer psychology and the academy of marketing sciences he is also the co inventor on three u s patents perry d drake has been involved in the direct marketing industry for nearly 15 years he is currently the vice president of drake direct a database marketing consulting firm specializing in response modeling customer file segmentation lifetime value analysis customer profiling database consulting and market research prior to this perry worked for approximately 11 years in a variety of quantitative roles at the reader s digest association most recently as the director of marketing services in addition to consulting perry has taught at new york university in the direct marketing master s degree program since fall 1998 currently teaching statistics for direct marketers and database modeling perry was the recipient of the nyu center for direct and interactive marketing s 1998 1999 outstanding master s faculty award perry also lectures on testing and

marketing financials for western connecticut state university s interactive direct marketing certificate program along with ron he is collaborating with the direct marketing education foundation to develop a model curriculum for universities pursuing the area of interactive or direct marketing perry earned a masters of science in applied statistics from the university of iowa and a bachelor of science in economics from the university of missouri the book evolved from an outlined developed by an advisory board of industry experts that was established by the direct marketing educational foundation contemporary direct marketing and e commerce could not exist without marketing databases databases allow marketers to reach customers and cultivate relationships more effectively and efficiently while databases provide a means to establish and enhance relationships they can also be used incorrectly inefficiently and unethically this book looks beyond the temptation of the quick sale to consider the long term impact of database marketing techniques on the organization customers prospective customers and society in general ron drozdenko and perry drake help the reader gain a thorough understanding of how to properly establish and use databases in order to build strong relationships with customers there is not another book on the market today that reveals the level of detail regarding database marketing applications the how s why s and when s features benefits draws on numerous examples from real businesses includes applications to all direct marketing media including the internet describes in step by step detail how databases are developed maintained and mined considers both business and social issues of marketing databases contains a sample database allowing the reader to apply the mining techniques offers access to comprehensive package of academic support materials popular mechanics inspires instructs and influences readers to help them master the modern world whether it s practical diy home improvement tips gadgets and digital technology information on the newest cars or the latest breakthroughs in science pm is the ultimate guide to our high tech lifestyle

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career involved in publishing and database marketing i have a real appreciation for how difficult it is to explain the finer points of this discipline while keeping it understandable this book does that admirably well done patrick e kenny executive vice president qosk com this book is especially effective in describing the breadth and impact of the database marketing field i highly recommend this book to anyone who has anything to do with database marketing works in or with this dynamic area naomi bernstein vice president bmg direct ron drozdenko and perry drake have written a guide to database marketing that is thorough and that covers the subject in considerable depth it presents both the concepts underlying database marketing efforts and the all important quantitative reasoning behind it the material is accessible to students and practitioners alike and will be an important contribution to improved understanding of this important marketing discipline mary lou roberts boston university and author of direct marketing management i think it is a terrific database marketing book it s got it all in clear and logical steps the benefit to the marketing student and professional is that complex database concepts are carefully developed and thoroughly explained this book is a must for all marketing managers in understanding database issues to successfully manage and structure marketing programs and achieve maximum results dante cirille dmfef board member and retired president grolier direct marketing an excellent book on the principles of direct marketing and utilization of the customer database to maximize profits it is one of the best direct marketing books i have seen in years in that it is broad with specific examples i am going to require new hires to read this book to get a better understanding of the techniques used in database marketing peter mueller assistant vice president of analysis scholastic grolier division this is an amazingly useful book for direct marketers on how to organize and analyze database information it s full of practical examples that make the technical material easy to understand and apply by yourself i strongly recommend this book to direct and interactive marketers who want to be able to perform professional database analyses themselves or be better equipped to review the work of analysts pierre a passavant professor of direct marketing mercy college and past director center for direct marketing new york university the most useful database marketing reference guide published today the authors do an excellent job of laying out all the steps required to plan and implement an effective database marketing strategy in a clear and concise manner a must have for academics marketing managers and business executives dave heneberry director direct marketing certificate programs western connecticut

state university and past chair direct marketing association this book is essential for all direct marketers it serves as a great introduction to the technical and statistical side of database marketing it provides the reader with enough information on database marketing and statistics to effectively apply the techniques discussed or manage others in the environment richard hochhauser president harte hanks direct marketing ronald g drozdenko ph d is professor and chair of the marketing department ancell school of business western connecticut state university he is also the founding director of the center for business research at the ancell school he has more than 25 years of teaching experience the courses he teaches include strategic marketing databases interactive direct marketing management product management marketing research and consumer behavior he is collaborating with the direct marketing education foundation to develop a model curriculum for universities pursuing the area of interactive or direct marketing working with an advisory board of industry experts he co developed the marketing database course in model curriculum dr drozdenko has co directed more than 100 proprietary research projects since 1978 for the marketing and research and development of several corporations including major multinationals these projects were in the areas of strategic planning marketing research product development direct marketing and marketing database analysis he also has published several articles and book chapters he holds a ph d in experimental psychology from the university of missouri and is a member of the american marketing association the society for consumer psychology and the academy of marketing sciences he is also the co inventor on three u s patents perry d drake has been involved in the direct marketing industry for nearly 15 years he is currently the vice president of drake direct a database marketing consulting firm specializing in response modeling customer file segmentation lifetime value analysis customer profiling database consulting and market research prior to this perry worked for approximately 11 years in a variety of quantitative roles at the reader s digest association most recently as the director of marketing services in addition to consulting perry has taught at new york university in the direct marketing master s degree program since fall 1998 currently teaching statistics for direct marketers and database modeling perry was the recipient of the nyu center for direct and interactive marketing s 1998 1999 outstanding master s faculty award perry also lectures on testing and marketing financials for western connecticut state university s interactive direct marketing certificate program along with ron he is collaborating with the direct marketing education foundation to develop a model curriculum for universities

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