PRINCIPLES OF DIRECT AND DATABASE MARKETING

A Digital Orientation



ALAN TAPP

Principles Of Direct And Database Marketing

Dawn Burton

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Principles of Direct and Database Marketing Alan Tapp, 2005 Alan Tapp is one of the few writers on direct and database marketing who meets the needs of practitioners and students His experience of working in direct and database marketing and then of researching and teaching in the area giveshim the ideal basis for this book which is one of the best guidesavailable on the subject Professor Merlin Stone Business Research Leader Business Consulting Services IBM UK Ltd IBM Professor of Business Transformation School of Management University of Surrey Indispensible to both students and practitioners alike Principles of Direct and Database Marketing 3e builds upon the strengths of the 2 nd edition As direct marketing continues to guickly evolve Tapp's book brings the latest trends and developments to the forefront A rich source of insights Given the growing importance of direct and database marketing to clients businesses today Tapp explores a broad spectrum of issues and illustrates them with insightful case studies Accessible to the newcomer and a welcome reminder for those needing a refresher Martin Troughton Founder and Managing Partner of Harrison Troughton WundermanA market leader Principles of Database Marketing 3e offers a focused discussion that links academic theory to the everyday practices in the commercial world New features include The latest changes in the world of geodemographics and lifestyle databases and detailed description of new products introduced over the last 5 years Chapter 4 New media coverage including the Internet and e mail Chapter 6 and SMS Texting and interactive TV Chapter 10 Fresh examination of the strategic influences on direct marketing and brand response Also gets behind the fads jargon and cliches that characterise much of the relationship marketing writing New case studies throughout sourced from award winning UK based direct marketing agencies Brand new Chapter 14 which includes a fully worked large scale case study Alan Tapp is Senior Lecturer at Bristol Business School at the University of West England Principles of Direct and Database Marketing Alan Tapp, 2000

Principles of Direct and Database Marketing Alan Tapp,2000 This comprehensive text covers all aspects of direct and database marketing It is still the most focused direct marketing text marrying academic principles with the practicalities of the commercial world Building on the success of the first edition each chapter follows successive elements of the marketing planning process providing a clear framework for the book as a whole making it eminently readable and easy to follow Many of the pedadgogical features designed to make teaching and learning more effective have been retained from the first edition Chapter introductions and learning objectives encourage the reader to consider the main issues presented chapter summaries and questions consolidate the ideas introduced Exhibits and mini case studies appear throughout the text to reinforce taught concepts the latter are ideal for seminar based exercises A fully worked case study at the end of the text demonstrates how to answer a direct marketing case illustrating the practice behind the theory In addition key changes to the second edition include a new chapter and associated case study covering the impact on direct marketing of the Internet and new technology greater cov

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Principles of Direct, Database and Digital Marketing Alan Tapp, Ian Whitten, Matthew Housden, 2013 Direct and Database Marketing Graeme McCorkell, 1997 Through examples and case studies this book demonstrates how to adopt the methods technology and techniques pioneered in direct marketing and apply them in the broader context of integrated Direct Marketing in Practice Matthew Housden, Brian Thomas, 2012-04-27 Direct Marketing in Practice is a practical manual for all managers and marketers getting to grips with the powerful techniques available to skilled direct marketers The book shows how to Plan a direct marketing campaign Integrate new technology with conventional direct marketing practice Maximise the impact efficiency and return on investment of your activites Evaluate the success of a campaign and improve on it next time Accessible and illuminating each chapter in the book includes review questions and exercises to help you practice what you have learnt In addition the authors have used their considerable experience in the field to assemble many examples of best practice worldwide These place the theory in a practical real world context and demonstrate what a dramatic effect direct marketing can have on sales and profitability Those contemplating or starting a career in direct marketing will find Direct Marketing in Practice an invaluable guide to contemporary practice It is essential reading for all undergraduate students of marketing and business as well of those undertaking professional examinations in Airline Marketing and Management Mr Stephen Shaw, 2012-10-01 Through six previous editions Airline this area Marketing and Management has established itself as the leading textbook for students of marketing and its application to today s airline industry as well as a reference work for those with a professional interest in the area Carefully revised the seventh edition of this internationally successful book examines an exceptionally turbulent period for the industry It features new material on Changes in customer needs particularly regarding more business travellers choosing or being forced to travel economy and analysis of the bankruptcy of All Business Class airlines An explanation of the US EU Open Skies agreement and analysis of its impact The increase in alliance activity and completion of several recent mergers and the marketing advantages and disadvantages that have resulted Product adjustments that airlines must make to adapt to changes in the marketing environment such as schedule re adjustments and the reconfiguration of aircraft cabins Changes in pricing philosophies with for example airlines moving to A La Carte pricing whereby baggage catering and priority boarding are paid for as extras Airline websites and their role as both a selling and distributing tool The future of airline marketing A review of the structure of the air transport market and the marketing environment is followed by detailed chapters examining business and marketing strategies product design and management pricing and revenue management current and future distribution channels and selling advertising and promotional policies The reader will benefit from greater understanding of both marketing and airline industry jargon and from knowledge obtained regarding the extraordinary strategic challenges now facing aviation Written in a straightforward easy to read style and combining up to date and relevant examples drawn from the worldwide aviation industry this new edition will further enhance the book s reputation for providing the ideal

introduction to the subject Marketing Philip Kotler, Suzan Burton, Kenneth Deans, Linen Brown, Gary Armstrong, 2015-05-20 The ultimate resource for marketing professionals Today s marketers are challenged to create vibrant interactive communities of consumers who make products and brands a part of their daily lives in a dynamic world Marketing in its 9th Australian edition continues to be the authoritative principles of marketing resource delivering holistic relevant cutting edge content in new and exciting ways Kotler delivers the theory that will form the cornerstone of your marketing studies and shows you how to apply the concepts and practices of modern marketing science Comprehensive and complete written by industry respected authors this will serve as a perennial reference throughout your career <u>EBOOK: Principles and Practice of Marketing, 9e</u> David Jobber, Fiona Ellis-Chadwick, 2019-08-01 EBOOK Principles and Practice of Marketing 9e

The Marketing Book Michael Baker, Susan Hart, 2008-09-10 The 6th edition of the best selling Marketing Book has been extensively updated to reflect changes and trends in current marketing thinking and practice Taking into account the emergence of new subjects and new authorities Michael Baker and the new co editor Susan Hart have overhauled the contents and contributor lists of the previous edition to ensure this volume addresses all the necessary themes for the modern marketer In particular the Marketing Book now looks at broader range of international issues with a broader group of international contributors Based as in previous editions on seminal articles form thought leaders in each subject the Marketing Book 6th edition is bursting with salient articles It amounts to an all embracing one volume companion to modern marketing thought ideal for all students of marketing

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