



Optimal Database Marketing: Strategy, Development, and Data Mining

Ronald G. Drozdenko, Perry D. Drake

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Check out the supplemental website! www.DrakeDirect.com/OptimalDM/ "Destined to be the definitive guide to database marketing applications, analytical strategies and test design."

- Brian Kurtz, Executive Vice President, Boardroom Inc., 2000 DMA List Leader of the Year and DMA Circulation Hall of Fame Inductee

"This book is well written with interesting examples and case studies that both illustrate complex techniques and tie the chapters together. The level of detail and treatment of statistical tools and methods provides both understanding and enough detail to begin to use them immediately to target marketing efforts efficiently and effectively. It is perfect for a course in database marketing or as a handy reference for those in the industry. "

- C. Samuel Craig, New York University, Stern School of Business

"This book should be studied by all who aspire to have a career in direct marketing. It provides a thorough overview of all essential aspects of using customer databases to improve direct marketing results. The material is presented in a style that renders even the technical subjects understandable to the novice direct marketer"

Kari Regan, Vice President, Database Marketing Services, The Reader's Digest Association

"Finally, 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...

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Victor Loy:

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Sean Ward:

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doing some research before they write to the book. One of them is this Optimal Database Marketing: Strategy, Development, and Data Mining.

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