

# Contemporary Marketing Update

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deploy marketing dollars more efficiently in today's take no prisoners direct marketing battleground the only way to win is to recognize and exploit all of dm's interconnecting components using cutting edge research and examples drawn from today's business pages the new direct marketing third edition by the award winning david shepard associates shows you how to sell to increasingly wary and jaded consumers this exhaustively updated edition introduces you to recent technological changes from data mining data warehouses and chaid modelling to profitable use of the internet you ll develop customized customer focused marketing programs and strategies as you learn how to offset through the roof marketing costs with predictive and segmentation modeling profit from a constant stream of demographic psychographic and lifestyle data from ongoing customer dialogues target promos and bonus offers based on previous purchases buying patterns and stated preferences much much more

this package consisting of text and harvard cases with accompanying decision analysis spreadsheets shows how marketing analysis can be integrated into the process of making marketing decisions it encourages students to explore real world marketing problems with the help of decision analysis software and demonstrates how the manager without technical training can learn to use the marketing science support tools that are now available

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