



The New Direct Marketing: How to Implement A Profit-Driven Database Marketing Strategy

David Shepard Associates

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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 DMÆs 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

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