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Titolo	Optimal database marketing [[electronic resource]] : strategy, development, and data mining / / Ronald G. Drozdenko, Perry D. Drake
Pubbl/distr/stampa	Thousand Oaks, Calif. ; ; London, : SAGE, c2002
ISBN	1-322-41824-1 1-4522-6404-X
Descrizione fisica	1 online resource (425 p.)
Altri autori (Persone)	DrakePerry D
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Nota di bibliografia	Includes bibliographical references (p. 383-385) and indexes.
Nota di contenuto	Cover; Contents; Preface; Foreword; 1 - Introduction to Database Marketing Concepts; 2 - Strategic Database Development in the Marketing Planning Process; 3 - Defining Customer Data Requirements; 4 - Database Maintenance and Coding; 5 - Basic Database Technology, Organizational Considerations, and Database Planning; 6 - The Analysis Sample; 7 - Analyzing and Manipulating Customer Data; 8 - Segmenting the Customer Database; 9 - An Introduction to Simple Linear Regression Modeling; 10 - Multiple Regression Modeling; 11 - Gains Charts and Expected Profit Calculations 12 - Strategic Reporting and Analysis13 - Assessing Marketing Test Results; 14 - Planning and Designing Marketing Tests; 15 - Marketing Databases and the Internet; 16 - Analyzing and Targeting Online Customers; 17 - Issues in the Marketing Environment and Future Trends In Marketing Databases; Glossary; References; Name Index; Subject Index
Sommario/riassunto	This informative book looks at the long-term impact of database marketing techniques on the organisation, customers, both actual and prospective, and society in general. The authors advise on how to use databases to build strong customer relationships.

