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| Autore                  | Drozdenko Ronald G                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
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| Descrizione fisica      | 1 online resource (xxii, 398 p.) : ill                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Altri autori (Persone)  | DrakePerry D                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Disciplina              | 658.84                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Soggetti                | Database marketing<br>Electronic commerce                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Lingua di pubblicazione | Inglese                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
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| Livello bibliografico   | Monografia                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
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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<br>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.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |