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| Nota di contenuto       | One-to-One Web Marketing, Second Edition; Contents; Foreword; Acknowledgements; Introduction; Chapter 1: One-to-One Web Marketing Overview; Time Flies When You're Having Fun; What Is One-to-One Web Marketing?; The Web: A Relationship-Building Platform; One-to-One Web Marketing Matrix; Embracing One-to-One Web Marketing Challenges; Up Next; Chapter 2: One-to-One Web Site Personalization; What Is One-to-One Web Personalization?; Benefits of One-to-One Web Site Personalization; Nuts and Bolts of One-to-One Web Personalization; Applying One-to-One Web Personalization; Products and Services<br>Hurdles to Implementing One-to-OneWeb Site PersonalizationOne-to-One Web Site Personalization Resources; Types of Systems and |

Processes That Can Be Integrated with the Web; The Future of One-to-One Web Site Personalization; Up Next; Chapter 3: One-to-One E-Mail; Benefits of One-to-One E-Mail; Nuts and Bolts of One-to-One E-Mail; Applying One-to-One E-Mail; Opt-In or Opt-Out?; Applying One-to-One E-Mail for Customer Retention; How to Conduct Your Own E-Mail Marketing; Buying Advertising Space on Free E-Mail Services; Buying Advertising Space in an E-Mail News or Newsletter Service  
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Some Community ControversiesApplications of Community and Products; Ideas for Implementing Community as a Marketing Function; The Future of Community; Up Next; Chapter 6: One-to-One Web Data Analysis; What Is Web Data Analysis?; Benefits of Analyzing Traffic Data; Nuts and Bolts of Web Traffic Analysis; Applying Web Traffic Analysis; Nuts and Bolts of Data Mining; Applying Web Data Mining; State of Web-to-Database Integration; Benefits of Web-to-Database Integration; Security on the Web; The Future of Web Data Analysis; Checklist for Data Analysis; Resources; Up Next  
Chapter 7: One-to-One Web CRMWhat Is CRM?; Benefits of One-to-One Web CRM; Nuts and Bolts of One-to-One Web CRM; Applying One-to-One Web CRM; It All Starts with the Data; Challenges of One-to-One Web CRM; Privacy; The Future of One-to-One CRM; Web Customer Care Technologies; Using One-to-One Web Customer Care to Create Loyal Customers from the Start; Challenges of One-to-One Web Customer Care; The Future of One-to-One Customer Care; Resources; Up Next; Chapter 8: One-to-One Web Collaboration; What Is One-to-One Web Collaboration?; Benefits of One-to-One Web Collaboration  
Nuts and Bolts of One-to-One Collaboration

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## Sommario/riassunto

A comprehensive resource on implementing a one-to-one marketing strategy on the Web With its unique focus on customer-oriented marketing strategy, One-to-One Web Marketing immediately became a bestseller among Internet business books when it was first published in 1998. Now in a second edition, this is still the only comprehensive resource for understanding and applying the latest technologies, tools, products, and solutions for one-to-one marketing on the Web. With 40% new material, the Second Edition features a full arsenal of checklists, flowcharts, templates, vendor lists, scripti

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