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The authors all bring great expertise across direct, database and digital marketing to provide comprehensive, compelling coverage of the key theory and debates of the fields. The fifth edition includes comprehensive coverage of all recent developments in digital marketing, including analysis of the seemingly relentless rise of Facebook. Database marketing is a form of direct marketing using databases of customers or potential customers to generate personalized communications in order to promote a product or service for marketing purposes. Contents 6 The strategic influences on direct and digital marketing Objectives Introduction Influences on direct marketing strategy The use of marketing databases in the wider company environment. Principles of Direct and Database Marketing, 3e, builds upon the strengths of the 2 nd edition. As direct marketing continues to quickly evolve, Tapp's book brings .

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