

## The Quiet Revolution in Email Marketing

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## Reviews

Completely among the best pdf We have at any time study. We have study and i am sure that i am going to likely to read yet again once again in the foreseeable future. Once you begin to read the book, it is extremely difficult to leave it before concluding. (Penelope O'Conner DDS)

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## THE QUIET REVOLUTION IN EMAIL MARKETING



iUniverse, Inc. Paperback. Book Condition: New. Paperback. 357 pages. Dimensions: 9.1in. x 5.9in. x 0.8in.A revolution is taking place that will forever change the world of marketing. The strategies and techniques that have served marketers for years will not only decline in effectiveness, they will begin to quietly undermine the very brands and the customer relationships that companies have worked so hard to create. The Quiet Revolution introduces a new marketing language, written by the pioneers of the online world. Powerful new concepts like Customer Communication Management (CCM) and Email Brand Value (EBV) are becoming indispensable tools for marketers, regardless of their industry and company size. This book brings together the experiences of todays online marketing leaders like IBM, American Airlines, and the New York Times to help aspiring email marketing programs achieve similar success. Nusseys approach brings the customer focus back to email communications. His book delivers a solid foundation that will help marketers build effective communication strategies and take full advantage of email without risking the very relationships theyre trying to build. -Matt Leonard, IBM, manages customer privacy and policy worldwideEmail marketing has evolved into a very sophisticated media that requires the same level of expertise within an organization as other marketing or advertising functions like direct mail, media buying, or e-business. The Quiet Revolution will help good email marketers get better by offering a holistic view of the channel, introducing a fresh new perspective, and defining Email Brand Value as a new metric of success. -Chris Kneeland, The Home Depot, coordinates and leads all email marketing initiativesBill Nusseys book masterfully presents best practices and tactical advice to help marketers transform their email programs from a broadcast medium driven by frequency, to a valuable relationship-marketing tool driven by the principles of C This item ships from multiple locations...

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