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## STRATEGIC DATABASE MARKETING 4E: THE MASTERPLAN FOR STARTING AND MANAGING A PROFITABLE, CUSTOMER-BASED MARKETING PROGRAM (HARDBACK)



McGraw-Hill Education - Europe, United States, 2012. Hardback. Condition: New. 4th edition. Language: English. Brand New Book. Use the latest digital technologies for lifelong customers and repeat sales Arthur Middleton Hughes is database marketing's Great Explainer. He has a unique gift for taking complex subjects and breaking them down in ways people can easily understand. This is the most approachable book I have ever read on the subject. -Ken Magill, Publisher, The Magill Report Strategic Database Marketing is...

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- Authored by Arthur Middleton Hughes
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