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The Quiet Revolution in Email Marketing

By Bill Nussey

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 today's online marketing leaders like IBM, American Airlines, and the New York Times to help aspiring email marketing programs achieve similar success. Nussey's 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 they're trying to build. - Matt Leonard, IBM, manages customer privacy and policy worldwide. Email marketing has evolved into a very sophisticated media that requires the same level of expertise within an...



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Reviews

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