



Advanced Database Marketing: Innovative Methodologies and Applications for Managing Customer Relationships

Kristof Coussement

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While the definition of database marketing hasn't changed, its meaning has become more vivid, versatile and exciting than ever before. Advanced Database Marketing provides a state-of-the-art guide to the methods and applications that define this new era in database marketing, including advances in areas such as text mining, recommendation systems, internet marketing, and dynamic customer management.

An impressive list of contributors including many of the thought-leaders in database marketing from across the world bring together chapters that combine the best academic research and business applications. The result is a definitive guide and reference for marketing and brand analysts, masters students, teachers and researchers in marketing analytics.

The proliferation of marketing platforms and channels and the complexity of customer interactions create an urgent need for a multidisciplinary and analytical toolkit. Advanced Database Marketing is a resource to enable marketers to achieve insights and increased financial performance; to provide them with the capability to implement and evaluate approaches to marketing that will meet, in equal measure, the changing needs of customers and the businesses that serve them.

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