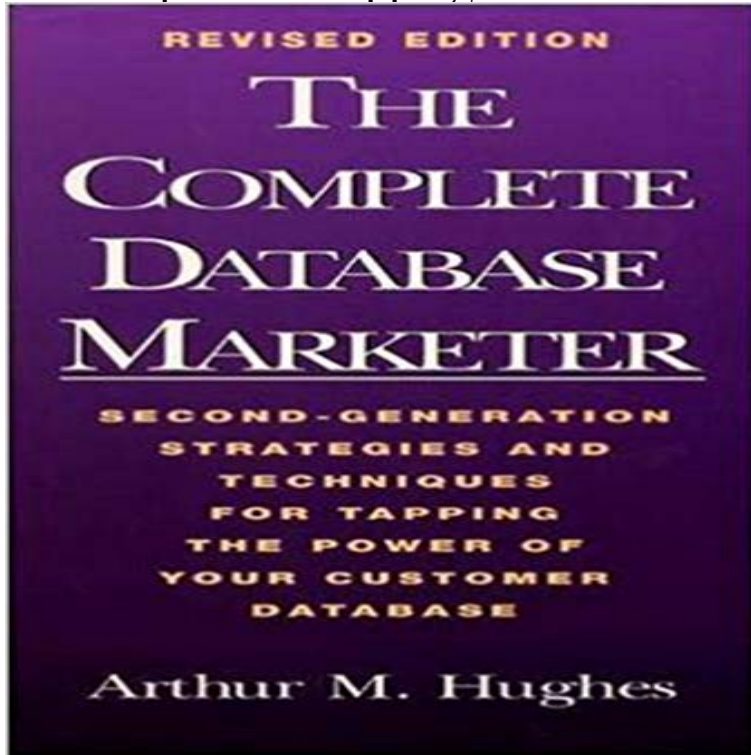


# The Complete Database Marketer: Second Generation Strategies and Techniques for Tapping the Power of Your Customer Database



The Complete Database Marketer is totally redrafted to bring it up to date with developments through 1995. Specific updates in this work include: media selection for database marketing; the PC server and the mainframe; hardware and software for database marketing; selling the database to top management; measured marketing in retail chains.

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