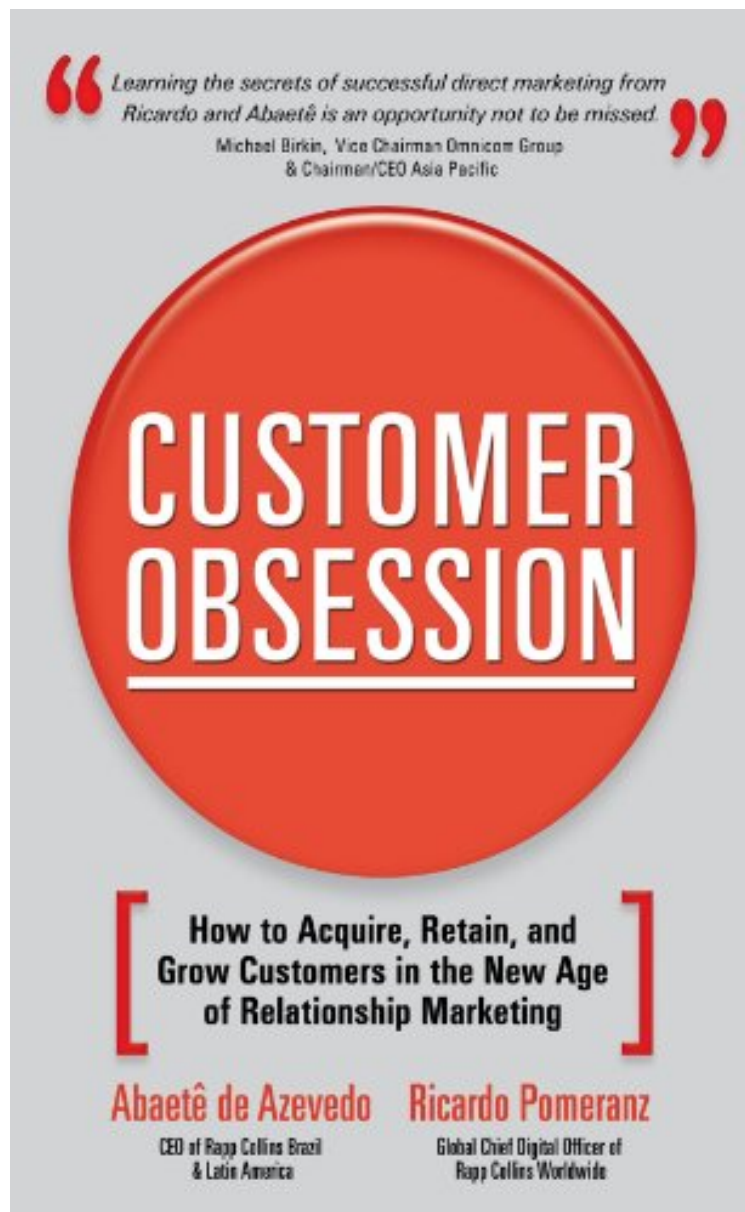


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before purchasing it in order to gauge whether or not it would be worth my time, and all praised Customer Obsession: How to Acquire, Retain, and Grow Customers in the New Age of Relationship Marketing (Business Books):

0 of 0 people found the following review helpful. A brave argument, a great DM basic manual. By Pablo Castro This book is right on the money with the latest marketing tendencies: nowadays ALL marketing is Direct Marketing, and a great way to believe this, practice it and get results fast is reading Customer Obsession with diligence. The intention, and I believe this is brave, is that EVERY marketer should learn about DM: in that sense this book is perfect. And if you are already a seasoned DM professional, this might seem a bit too basic, but it is a great way to review all those convoluted concepts you learned way back, now placed in logical order in their simplest form possible.

Customer Obsession is an invaluable hands-on guide to the next generation of customer relationship marketing. Abatecir; de Azevedo and Ricardo Pomeranz, top leaders at the world-renowned direct marketing agency Rapp Collins, reveal how businesses of any size can develop a global strategy that embraces today's empowered consumers and encourages the development of meaningful, profitable relationships with them. Sharing insider details from Rapp Collins's breakthrough methodology, the authors provide the tools to implement the next level of relationship marketing, enabling you to pinpoint the unique value of every customer and specific direct marketing techniques for winning them over. You get practical steps for integrating your brand communications and identifying a strong marketing concept to create a campaign that establishes personalized connections with consumers. Then, you'll learn how to: Implement your relationship marketing program in four phases: strategic analysis, planning, implementation, and control Utilize databases to gather individualized information and create targeted messages Create specific campaigns that are relevant to different segments of consumers Measure marketing campaign results with ROI calculation models Develop practices that will continuously improve ROI Rounding out this invaluable guide are illuminating case studies of numerous national and international brands that successfully used relationship marketing to meet their communication needs. Customer Obsession is the definitive roadmap for all businesses that want to achieve the maximum return for their marketing investments.

About the Author Abatecir; de Azevedo is the CEO of Rapp Collins Latin America. Ricardo Pomeranz is the Global Chief Digital Officer of Rapp Collins Worldwide, as well as President of Rapp Digital, a division of Rapp Collins Brazil Group. Azevedo and Pomeranz frequently lecture on the subject of new technologies and relationship marketing. They both belong to Rapp Collins Global board and have been teaching marketing for 15 years at top MBA programs in Brazil.