



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

By Koen W. De Bock

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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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Editorial Review

Review

This is a great book for Masters or doctoral students, academics and practitioners interested in learning the cutting-edge knowledge in database marketing. It provides a comprehensive coverage on the recent advances in the methods and applications in the area. The topics are interesting, relevant and managerially useful.' Shibo Li, Indiana University, USA'This is an excellent contribution to current knowledge on database marketing, an essential dynamic field that demands continuous learning from marketers. The book covers state-of-the-art approaches in classical database marketing areas, yet also in emerging areas such as mobile, social media and Internet advertising. It is highly recommend for quantitative consultants, market researchers and managers as well as academic researchers in this field.'Barak Libai, Arison School of Business, Interdisciplinary Center (IDC) , Israel'Database marketing has a long history, but it is rapidly evolving in new directions. This book has all the important new content: Internet and web, mobile, social, etc. It's a fantastic source of up-to-date knowledge for both students and practitioners.'Thomas H. Davenport, Harvard Business School, USA and Co-founder and Director of Research, International Institute for Analytics'In a time where Big Data - the analysis of large datasets - has been frequently named as the main source of competitive advantage in future, this book is an essential reading for researchers and managers alike. It provides an excellent in-depth overview of methods and exemplary applications illustrating the potential of generating insights from large-scale databases.'Michael Haenlein, Professor of Marketing, ESCP Europe'WOW! As a 20-year practitioner of database marketing, I found this book to be packed full of practical applications on a wide range of topics within a theoretical framework. An astonishingly rich resource for anyone with intentions to increase lifetime value of the customer, not just measure it.'Peter Liberatore, Senior Manager of Customer Analytics, L.L.Bean'Advanced Database Marketing introduces state-of-the-art methods in marketing and business analytics that firms can use to extract meaningful information from the wide range of available data. Contributions by leading researchers create an easy-to-read collection of chapters that cover data analytics (such as text mining, Bayesian networks, and quartile regression) as well as comprehensive reviews of most timely applications (such as recommendation systems, mobile marketing, online advertising, and online social interaction management). This book is particularly valuable to managers in any firm that uses the Internet for e-commerce or social media work and/or has access to individual customer-level data and , further, an indispensable asset to academics interested in a comprehensive introduction to the field of database marketing and an inventory of its current state-of-the-art.'Prof. dr. Jacob Goldenberg, Hebrew University of Jerusalem, Israel and co-editor of the International Journal of Research in Marketing

About the Author

Kristof Coussement is Associate Professor of Marketing at IESEG School of Management, France, where he teaches courses including customer relationship management and data mining. Kristof is a founder of the Belgian Association for Quantitative & Qualitative Marketing Research, BAQMaR. Koen W. De Bock is Assistant Professor of Marketing at IESEG School of Management, France, where he teaches courses on Internet marketing. He is visiting lecturer at the University of Stellenbosch Business School, South Africa. Scott A. Neslin is the Albert Wesley Frey Professor of Marketing at the Amos Tuck School of Business Administration, Dartmouth College. He has been at the Tuck School since completing his Ph.D. in 1978 at the Sloan School of Management, MIT. He has served as a Visiting Scholar at the School of Management, Yale University (1989-1990), the Teradata/Duke CRM Center located at the Fuqua School of Management, Duke University (2002), and Columbia Business School (2009-2010).

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