



## The Customer Loyalty Solution

By Arthur Middleton Hughes

McGraw-Hill Professional. Paperback. Book Condition: New. Paperback. 384 pages. Dimensions: 8.8in. x 6.0in. x 0.9in. To be successful, database marketers have to think like customers. They have to dream up strategies they think will work, test them, come up more new ideas, and test them again. Arthur Hughes, a leading expert in database marketing, shows readers how to accomplish those goals. He shows them how to get out of the vicious circle of building new loyalty programs, instead showing them how to build enduring loyalty programs using incrementalism. In this guide, readers will learn: - Why giving customers a choice in a direct offer always reduces response - Why you shouldn't market to Gold customers - What you can do to increase retention rates This in-depth guide, loaded with case studies from leading companies including UPS, ebay, American Airlines, and Lands End, shows managers and executives how to deal with the new issues that typify the Internet era. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.



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