

# Optimal Database Marketing: Strategy, Development, and Data Mining

Ronald Drozdenko

# Optimal Database Marketing Strategy Development And Data Mining

**Patrick Vollmar**

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**Optimal Database Marketing** Ronald G. Drozdenko,2002 This informative book looks at the long term impact of database marketing techniques on the organisation customers both actual and prospective and society in general The authors advise on how to use databases to build strong customer relationships

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