



# Principles of Direct Database & Digital Marketing

By Alan Tapp

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## Principles of Direct Database & Digital Marketing By Alan Tapp

The growth of digital marketing is the most important yet unpredictable trend in marketing today. How can the online world be harnessed by the companies of today and tomorrow to grow their marketing impact? What role do information and databases have to play in this system? And why do some non-digital means of direct marketing still remain so powerful? Alan Tapp's successful text has long been a leading authority on direct marketing, and for this fifth edition he is joined by Ian Whitten and Matthew Housden for the most up-to-date book yet. The authors all bring great expertise across direct, database and digital marketing to provide comprehensive, compelling coverage of the key theory and debates of the fields. The fifth edition includes comprehensive coverage of all recent developments in digital marketing, including analysis of the seemingly relentless rise of Facebook, Twitter and other forms of social media. It has a range of thoroughly updated case studies covering companies and organisations from sports teams to car manufacturers and non-profits and contains a new chapter on Data Protection legislation and its impact on marketers.

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#### **Key features of the 5<sup>th</sup> edition**

- Coverage of all recent developments in digital marketing, including analysis of the seemingly relentless rise of Facebook, Twitter and other forms of social media
- Thoroughly updated case studies covering companies and organisations from sports teams to car manufacturers and non-profits
- A new chapter on Data Protection legislation and its impact on marketers

#### **About the authors**

Alan Tapp is Professor of Marketing at Bristol Business School at the University of the West of England.

Ian Whitten is a senior lecturer and tutor at the University of Greenwich with almost 20 years of professional direct marketing experience.

Matthew Housden is a principal lecturer at the University of Greenwich, and a tutor and senior consultant with the Institute of Direct and Digital Marketing.

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