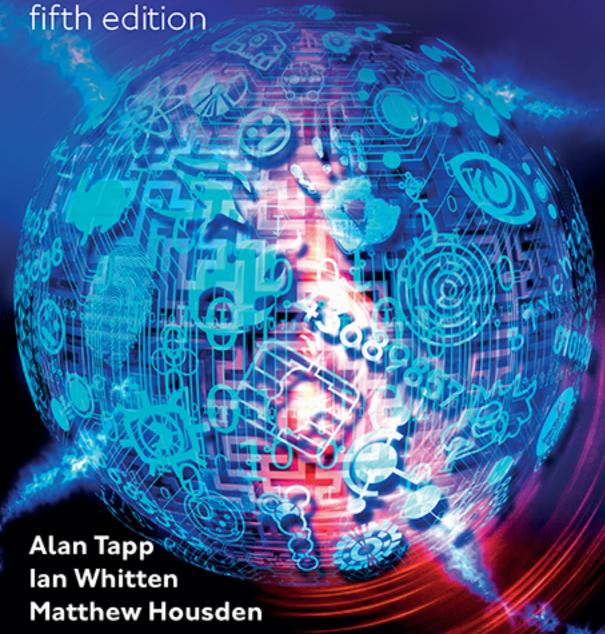
## Principles of Direct, Database and Digital Marketing



ALWAYS LEARNING PEARSON

# Principles of Direct, Database and Digital Marketing fifth edition

#### Alan Tapp Ian Whitten Matthew Housden

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.

#### Key features of the 5th 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.

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