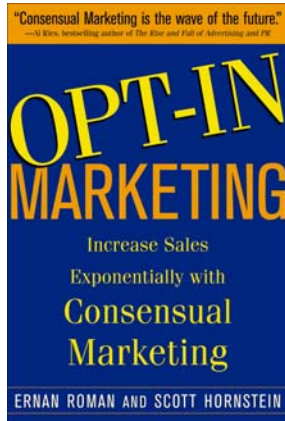


Book News

Two new books for educators teaching direct and interactive marketing courses are Opt-In Marketing: Increase Sales Exponentially with Consensual Marketing and Contemporary Direct Marketing. Descriptions follow.



Opt-In Marketing: Increase Sales Exponentially with Consensual Marketing

by Ernan Roman and Scott Hornstein (McGraw-Hill, 2004)

From e-mail blockers to "Do Not Call" lists, potential buyers are more interested in opting out than listening to marketer's messages. Opt-In Marketing introduces the Consensual MarketingSM Opt-In Process (CMO), one of the most powerful methodologies for engaging customers in unprecedented levels of dialogue and information sharing.

CMO will enable marketing efforts to provide powerful, timely and relevant messages as defined by the customer! Included are numerous case studies, including a detailed analysis of how IBM increased sales 80% by deploying CMO. Also included are the guidelines for implementing the 7-Step Consensual Marketing Opt-In Process. *REVIEWS:*

"Consensual Marketing is a real business process innovation. It is consistent with the view of great marketing which is to satisfy customer's needs and not harass them or manipulate them. I applaud what you are doing. I am definitely a believer." – **Philip Kotler**, S. C. Johnson Distinguished Professor of International Marketing, [J. L. Kellogg School of Management](#)

"The future of marketing is consent-based, and this book provides a powerful process for the essential goal of engaging customers. In the multi-channel marketplace of today and tomorrow, students and marketing professionals can learn from Consensual Marketing how to increase value for customers while increasing customers' Life-Time Value. This one's on my list of need-to-read." – **Marjorie Kalter**, Clinical Professor of Direct and Interactive Marketing, [New York University](#)

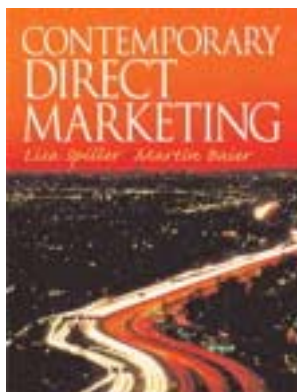
"HP has seen marketing waste cut by 50% or more. Moreover, program results have improved by 3x or more. In very controlled programs response

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rates have been 30%!" - **Garry Dawson**, Manager, Marketing Communications Strategy, [Hewlett-Packard](#), Americas Enterprise Systems Group

"Here's a must read for every student and practitioner of Direct Marketing – a handbook for turning data base marketing, traditional CRM, Integrated Direct Marketing, permission and 1:1 marketing techniques into the most powerful marketing tool available. In simple, easily understood terms, Roman and Hornstein explain how to use Consensual Marketing to establish and nurture a long-term, profitable relationship with our customers that yields the highest customer satisfaction, the highest returns and therefore the best chance for the highest profits. Consensual Marketing is where we all want to be." - **Harvey Markovitz**, Lecturer in Marketing, [Zicklin School of Business, Baruch College](#) and [Mercy College](#)

Further information: <http://books.mcgraw-hill.com/cgi-bin/pbg/007143528X.html>



Contemporary Direct Marketing

by Lisa Spiller and Martin Baier (Prentice Hall, 2004)

Written by recognized leaders, Martin Baier, a member of the Direct Marketing Hall of Fame, and Lisa Spiller, an award-winning direct marketing educator, this new textbook provides a comprehensive and fresh overview of direct marketing with an emphasis on database marketing, customer relationship marketing, and accountable, response-driven marketing. The field of direct marketing has been transformed by new technologies; this book addresses that plus helps students learn by doing via hands-on exercises, cases, and applications. *REVIEWS:*

"The authors are obviously well versed in direct marketing. Thus, the 'direct marketing' coverage, content, and organization are excellent."

– **Barry Langford**, [Florida Gulf Coast University](#)

"The Treadmoves case is "an excellent 'icebreaker' to the essence of direct marketing." – **William Trombetta**, [St. Joseph's University](#)

"The first chapter is an "excellent introduction to the topic of Customer Relationship Management" and has "excellent consideration of the scope of Direct Marketing." – **Marilyn Lavin**, [University of Wisconsin - Whitewater](#)

Further information: <http://vig.prenhall.com/catalog/academic/product/0,4096,0131017705,00.html>

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