

MARKETING IN THE CENTURY

Interactive and Multi-Channel Marketing

i; Volume 2

William J. Hauser and
Dale M. Lewison

Volume-Editors

Bruce D. Keillor, General Editor

Praeger Perspectives

~D)

C/

Westport, Connecticut
London

CONTENTS

Set Introduction by <i>Bruce D. Keillor</i>	vii
Part I The Many Faces of Interactive Marketing	1
1 Anywhere, Anytime, Anyway: The Multi-Channel Marketing Juggernaut <i>Dale M. Lewison</i>	3
2 International Multi-Channel Marketing Research <i>Ying Wang, William J. Hauser, and Timothy J. Wilkinson</i>	26
3 Yesterday, Today, Tomorrow: Status of the Teleservices Industry <i>Tim. Searcy</i>	49
4 Digital Marketing: Internet Direct , ' ' <i>Michael Schiller</i>	62
5 Characteristics of Online Shoppers in the European Union <i>Mario Martinez Guerrero, Jose Manuel Ortega Egea, and Maria Victoria Roman Gonzalez</i>	75
6 Guerilla Direct: The Case for <i>mental_floss</i> <i>Toby Maloney and Melanie Maloney</i>	90
7 Business-to-Business Integrated Marketing <i>Nadji Tehrani</i>	99

8	Borderless Marketing Systems: The Emerging Hybrid Multi-Channel Market System <i>Andria Evan and Dale M. Lewison</i>	119
9	Heads or Tails: Implications of the Long Tail for Multi-Channel Marketers <i>Mark Collins and Dale M. Lewison</i>	139
Part II Focus Is the Key		157
10	A Framework for Electronic Client Relationship Management in Small Businesses <i>Jeffrey C. Dilts and Paramjit S. Kahai</i>	159
11	The Creative Process in the 21st Century <i>Joel Sobelson</i>	175
12	Data Strategies to Support Marketing: Actionable Business Intelligence or Data Overload? <i>AnneMarie Scarisbrick-Hauser</i>	192
Part III Important Issues in the Future of Direct Marketing		217
13	Doing the Right Thing: Ethics and Regulations in Direct Marketing <i>Steve Brubaker and Bruce D. Keillor</i>	219
14	Nostrodamus Knows Direct Interactive Marketing: Direct Markerers as 21st-century Trend Messengers <i>William J. Hauser</i>	231
	Index	255
	About the Editors and Contributors	269