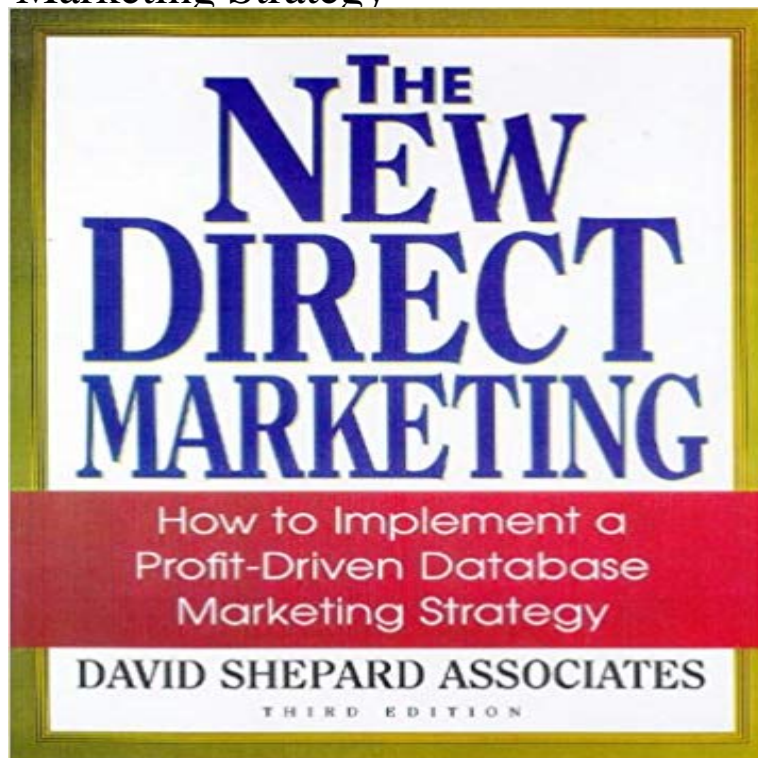


The New Direct Marketing: How to Implement a Profit-Driven Database Marketing Strategy



Now this best-selling guide to the art and science of database marketing has been extensively revised and updated. In no other single source can you find all the essential information you need to know about the technology behind database marketing; the fundamentals of targeting, modeling, and segmentation; the theory and economics of The New Direct Marketing; and the sources of data and database software. Whats more, this new edition contains invaluable tips on how to use technology and targeting to acquire new customers, segment your customer database, retain existing customers, manage customer contacts, and increase your customers lifetime value. Youll learn what results to expect once you move from the old direct marketing to the new, data driven, customer focused, new direct marketing. Equally important, youll learn how to avoid the most common - and most costly - mistakes direct marketers make when building new database marketing systems. The New Direct Marketing, second edition, will teach you what you need to know about selecting outside vendors to build your marketing database; using internal data-processing resources; selecting the right statistical tools to analyze data and create market segments; predicting response rates, sales, retention, and lifetime value; and modeling the economic and financial implications of a profit-driven database marketing strategy. One glance at the expanded and updated table of contents for this second edition will demonstrate why The New Direct Marketing has become the indispensable handbook for direct marketing companies and users of direct marketing methods and why it will help you and your organization to become smarter, more efficient, and more effective marketers. This practical, step-by-step guide has been expanded to include the latest developments in client-server technology and decisions

support systems. New modeling techniques, including the use of Exploratory Data Analysis, Principal Components Analysis,

Agradable ruta realizada junto al Bilbao Alpino que parte desde la localidad alavesa de Guinea, en la vertiente Sur de la sierra de Arkamo y que discurre por las cimas de Olvedo, Pelistornes y Cantoblanco.

Desde Guinea el camino es muy evidente, ya que las dos primeras cimas están muy cerca y separadas por un pequeño collado. Su subida es corta y casi directa y está señalizada justo a la salida del pueblo.

Al Olvedo se llega relativamente rápido. A pesar de que las nubes a veces nos impiden apreciar las vistas, el paisaje se intuye precioso.

2017-01-22_10-36-17

Para pasar del Olvedo al Pelistornes tan sólo tenemos que cruzar el collado y llegaremos en apenas 10 minutos a nuestra segunda cima del día.

2017-01-22_10-53-02

Una vez coronadas las cimas anteriores hay que continuar la travesía en dirección a la al Cantoblanco, que se asciende tras un durillo cortafuegos.

20170122_123405

Desde la cima tenemos justo en frente el Montemayor, máxima altura de la vecina sierra de Arkamo.2017-01-22_13-00-09

Finalmente, iniciamos el descenso hacia la curiosa localidad de Salinas de Añana...

20170122_142807

...donde podremos completar la ruta con una visita a las propias Salinas.

20170122_142812

Una ruta de unos 15 kilómetros sin dificultades reseñables. Únicamente se hace necesaria logística de vehículos. De no tener esta facilidad entonces es mejor realizar únicamente la subida al Olvedo y Pelistornes.

Tu voto:

Publicado en Araba, Rutas fáciles | Deja un comentario

Los Retos de 2017

Publicado el 01/24/2017 por 12meses12montes

Bueno, un nuevo año que ha pasado y uno nuevo que acaba de comenzar. 2016 fue un año muy intenso, si bien los retos que nos marcamos en un principio sólo se vieron cumplidos en una tercera parte. No fue un buen año para ellos, ésta vez la alineación de planetas se generó en pocas ocasiones.

Sin embargo, no decaemos. Cogemos el testigo y no vamos a desistir en su intento, por lo que los retos que no

conseguimos cumplir en 2016 serán los que tratemos de realizar en 2017, más algunos otros, a ver qué os parecen. Seguir leyendo

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