



# Contemporary Direct & Interactive Marketing

## (2nd Edition)

*Lisa Spiller, Martin Baier*

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The Foundations of Direct & Interactive Marketing (D&IM); Integrated Marketing Communication (IMC); The Message & Media Decisions in Direct & Interactive Marketing; Response, Measurement & Metrics of Direct & Interactive Marketing; Applications & Future Directions of Direct & Interactive Marketing

A career in marketing today increasingly requires direct marketing and online marketing skills.

Spiller/Baier prepares students with everything they need in order to plan and execute interactive and direct marketing campaigns using today's latest technology.



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