



## Strategic Database Marketing : The Masterplan for Starting and Managing a Profitable Customer-Based Marketing Program

By Hughes, Arthur M.

Columbus, OH, U.S.A.: McGraw-Hill School Education Group, 1994, Columbus, OH, U.S.A., 1994. Hard Cover. Book Condition: New. Dust Jacket Condition: As New. 5th Printing. 8vo - over 7¾" - 9¾" tall. Hard Cover. As New. 5th Printing. 8vo - over 7¾" - 9¾" tall. This is a new hardback review copy in a new DJ, no review slip. Review Copy.

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