



One-to-One Web Marketing: Build a Relationship Marketing Strategy One Customer at a Time

Cliff Allen, Deborah Kania, Beth Yaeckel

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A comprehensive resource on implementing a one-to-one marketing strategy on the Web

With its unique focus on customer-oriented marketing strategy, One-to-One Web Marketing immediately became a bestseller among Internet business books when it was first published in 1998. Now in a second edition, this is still the only comprehensive resource for understanding and applying the latest technologies, tools, products, and solutions for one-to-one marketing on the Web. With 40% new material, the Second Edition features a full arsenal of checklists, flowcharts, templates, vendor lists, scripting examples, and other tools and information that readers can use to evaluate and implement one-to-one technologies.

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