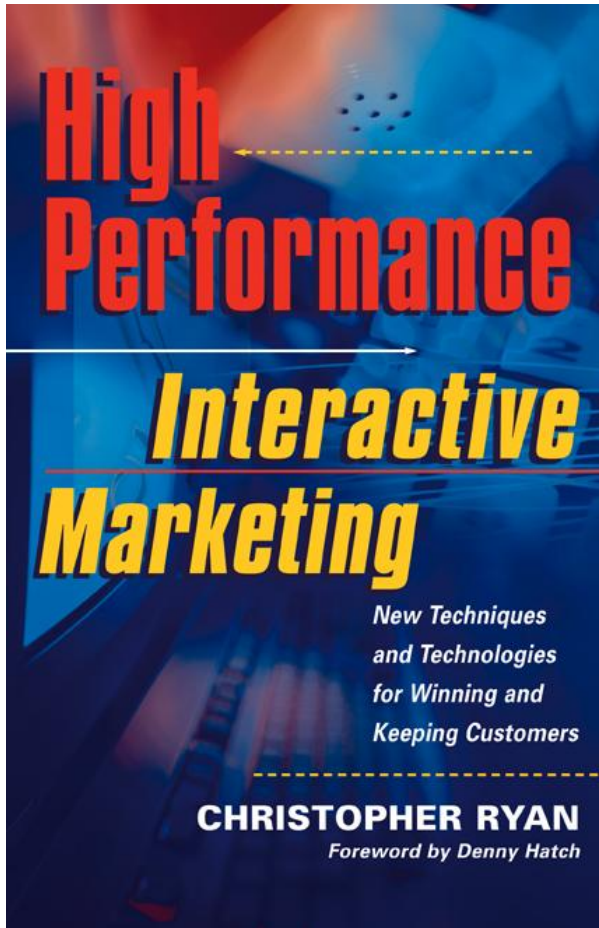


The Marketing Rule Book for the New Economy  
High-Performance Interactive Marketing

by Christopher Ryan



Develop high-level strategies that help you read the big picture and drive more customers to all of your locations, both brick-and-mortar and digital.

Improve your marketing focus with smart tactics that merge new technologies with shifting market demands.

Develop the instincts and insights for moving quickly and intelligently to seize profitable new opportunities and avoid costly mistakes in this dynamic new marketing world.

Increase your potential for success with a clear view of the future the evolving field of interactive marketing presents.

Despite the uncertain economy, you can make money with Interactive Marketing...with the right guidance. That's where the real-time, real-world practical ideas and advice of High-Performance Interactive Marketing will help you navigate the dangerous but profitable waters of the new interactive world.

The business press of recent years has been filled with dramatic interactive marketing success stories. But the landscape behind these exciting pictures is littered with the remains of the failures—those who couldn't handle the problems and challenges of this exciting but challenging and ever-changing new world.

High Performance Interactive Marketing gives you all the strategic and tactical tools and insights you'll need to succeed in the exciting, high-potential new marketing and media world.

#### Product Details

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## What The Leaders Are Already Saying About High-Performance Interactive Marketing

This work is a must-read for the 21st-century marketer. Ryan provides the foundation for understanding where marketing is going. The old rules of marketing are gone...this is the new marketing rule book.

Tracy Emerick  
President, Taurus Direct Marketing

Chris Ryan's High-Performance Interactive Marketing provides a laser focus on the fundamental power shift of our time—the shift from vendor to customer power. If your company does not have this perspective, then it will not succeed, regardless of its stature or past reputation. Ryan delivers this perspective. You have the choice: read this book or your competitor will. The latter is not an option if you wish to do business in the interactive future.

Dr. Richard D. Hackathorn  
Director,  
Enterprise Management Associates

Here's someone who really understands how the worlds of sales and marketing really work. Ryan reconceptualizes the marketing he's (and we've) known to fit the strategies and tactics needed in today's interactive world.

Rick Kean  
Executive Director  
Business Marketing Association

A remarkably timely book that provides marketers with hands-on, practical, and valuable advice for becoming more effective and expert in interactive marketing

Thomas D. Kuczmarski  
Author, Managing New Products  
President, Kuczmarski & Associates

Chris Ryan's latest book is an important work. It not only summarizes the world of interactive marketing; it's loaded with specifics on how e-business and traditional companies can be more successful by taking advantage of new technologies.

Ben Martindale  
CEO, eGrail, Inc.

I've had many occasions to witness Chris's marketing expertise. He is truly a master at his craft. Chris has done an excellent job of presenting his expertise for all to benefit from. This is a really good book.

Mitch Selbiger

Senior Vice President, Marketing  
Aether Systems, Inc.

From interactive strategy to in-the-field Web tactics...this one has everything you need to know about marketing in the electronic age...a marketing compendium for the New Economy. It gives the reader invaluable insights into successful interactive marketing without all the hype and hoopla.

Don E. Schultz

Author, Integrated Marketing Communications  
President, Agora, Inc.

Chris Ryan has long been acknowledged as one of the nation's best direct marketers and at the forefront of interactive technologies. His new book shows why. It's a must-read for anyone who wants to compete in the New Economy.

Brigette White

Vice President, Arch Paging, Inc.

About the Author

Christopher Ryan

Christopher Ryan is one of the nation's leading authorities on interactive and direct marketing for more than two decades with major marketing successes in the software, e-commerce, and financial services industries. He is Vice President, Worldwide Marketing, for FrontRange Solutions in Boulder, Colorado. He has held executive marketing positions with such leading organizations as GroupWorks, Saligent Software, Sybase, PeopleSoft, and Group1 Software.

Ryan is a much sought-after speaker on marketing and technology and has presented at hundreds of seminars and conferences. His articles have appeared in numerous business publications, including DM Magazine, Target Marketing, DM, Direct, BMA, and the Interactive Marketing Journal. His previous books have included The Master Marketer and Virtual Marketing.

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