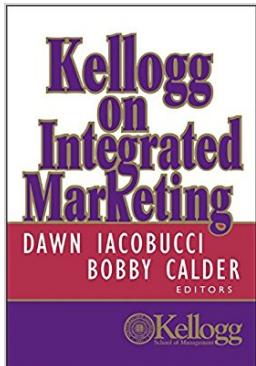


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This cutting-edge book-with contributions by the star faculty of the Kellogg School of Management and the Medill School of Journalism's Integrated Marketing Communications department at Northwestern University-offers the latest thinking on the art and science of integrated marketing. A must for today's marketing professional, Kellogg on Integrated Marketing addresses the daily activities of marketing managers and helps them enhance brand equity with new techniques and strategies from the experts. You'll hear from:

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### Editorial Review

#### Review

"...competently tackles a wide range of important issues..." (*Marketing*, February 2004)

#### From the Inside Flap

Continuing the tradition established with *Kellogg on Marketing*, here's the best cutting-edge thinking on marketing from the world's foremost authorities—the experts from the renowned Kellogg School of Management and the Medill School of Journalism's Integrated Marketing Communications Faculty at Northwestern University. Offering a variety of perspectives from Northwestern's internationally distinguished faculty, *Kellogg on Integrated Marketing* merges the two major streams of current marketing practice—mass branding and one-to-one relationship marketing—into a single integrated concept.

Led by editors Dawn Iacobucci and Bobby Calder, the contributors explore the theories of mass and one-to-one marketing as separate strategies before compounding them into a single, more powerful approach. They also discuss a variety of other topics in relation to the concept of integrated marketing, including:

- \* The importance of customer loyalty
- \* Customer/brand relationships and their implications
- \* Viral marketing and "buzz"
- \* Customer acquisition using mass media and direct marketing
- \* Customer profitability measurement
- \* Ideal information systems for marketers
- \* Scoring models for optimizing customer contacts

In addition to its focus on integrated marketing, the book offers an enlightening perspective on the ways marketing must—and will—adapt to changing consumer attitudes and culture. As you've come to expect from the gurus at Northwestern, this fascinating volume examines tough marketing questions and offers effective solutions to everyday problems. Packed with the very best in modern marketing theory and practice, *Kellogg on Integrated Marketing* is an invaluable resource for marketing executives, managers, consultants, and MBA students.

#### From the Back Cover

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