



# Contemporary Direct and Interactive Marketing (Third Edition)

By Lisa D. Spiller Ph. D. Ph. D., Martin Baier

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Decades ago, direct marketers gathered customer names and addresses, and created mailing lists; today, much has changed and much has remained the same. This third edition recognizes the growth of various digital marketing formats for conducting direct and interactive marketing today. Today's consumers desire the speed and the control that the new digital and social media formats provide. Direct marketing has always been accountable and measurable, and now with the various digital media formats and computer technology, it is more interactive and precise than ever before. This edition builds on the traditional foundations of direct marketing, and extends into the future where continuous digital innovations are transforming the marketing landscape. We cannot begin to envision what changes are ahead. But one thing is certain: traditional direct and interactive marketing principles will still apply. This edition builds on these traditional foundations, captures the new media and methods, and explores the future innovations of direct and interactive marketing.

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### Editorial Review

#### About the Author

Lisa Spiller is a professor of marketing in the Joseph W. Luter III School of Business at Christopher Newport University in Newport News, Virginia. She has taught direct marketing courses to undergraduate business students for many years and has helped her university pioneer a major in direct and interactive marketing. She was named the Direct Marketing Educational Foundation (DMEF) Robert B. Clark Outstanding Direct Marketing Educator in 2005 and has received awards for her teaching. Martin Baier has been a direct marketing consultant and educator since retiring in 1987 as executive vice president of the marketing group at Old American Insurance Company. He is founder of the Center for Direct Marketing Education and Research in the Henry Bloch School of Business and Public Administration of the University of Missouri, Kansas City (UMKC), where he served for twenty-five years as adjunct professor. His published texts include *Elements of Direct Marketing*, and *How to Find and Cultivate Customers Through Direct Marketing*.

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