



Max-E-Marketing in the Net Future: The Seven Imperatives for Outsmarting the Competition

Stan Rapp, Chuck Martin

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In 1987, marketing genius Stan Rapp introduced the business world to the concept of one-to-one marketing with his international bestseller MaxiMarketing. In this book he teams up with celebrated e-business visionary and bestselling author Chuck Martin to bring us news of Max-E-Marketing, a cutting-edge approach to achieving record profits that combines the power of the Internet with one-to-one marketing techniques.

Rapp and Martin show how Max-E-Marketing can put measurable responses from valued customers at the heart of the marketing process to maximize sales, both online and offline. They describe proven techniques for using Internet technology to more effectively target, acquire, and maintain long-term relationships with valued customers.

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