

Journal of Direct, Data and Digital Marketing Practice

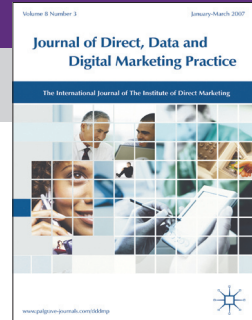
www.palgrave-journals.com/ddmp/

Co-Editors-in-Chief: Derek Holder and Robin Fairlie, The Institute of Direct Marketing (IDM), UK

JULY 2009 – JUNE 2010: VOLUME 11 • 4 ISSUES PER VOLUME

Print ISSN: 1746-0166 Online ISSN: 1746-0174

Journal of Direct, Data and Digital Marketing Practice is the official journal of the Institute of Direct Marketing.



Aims and Scope:

The **Journal of Direct, Data and Digital Marketing Practice** is an indispensable resource for senior marketing managers seeking awareness of new marketing concepts, strategies and applications from around the world.

The Journal covers the whole range of direct marketing through traditional channels such as direct mail, mail order, direct response advertising, telemarketing. It explores the centrality of data in today's marketing strategies, through the use of databases, data marts, data warehouses, data mining and deals with the new digital marketing channels, the internet, email, SMS, WAP and iTV. The journal publishes original, forward-looking papers describing the strategies, concepts and processes of direct and indirect concern to marketers.

Specifically the journal publishes:

- Papers describing models and theories that can be used in marketing practice
- Applied quantitative and qualitative research
- Descriptive pieces addressing the latest thinking, techniques and best practice

Online Features and Site License Access:

- Online archive available back to 1999.
- A Site License provides access to all content published during the supply period. Access is granted to a further rolling four-year archive where available during the supply period only. Archive content not included in the license agreement is available to purchase.
- Users benefit from all the online features outlined on page 5.
- **Journal of Direct, Data and Digital Marketing Practice** is indexed and/or abstracted in: The Elmar moderated listserv; Gale; SwetsWise; OCLC; Infotrieve ABI/INFORM and related ProQuest services; EBSCO; SCOPUS.