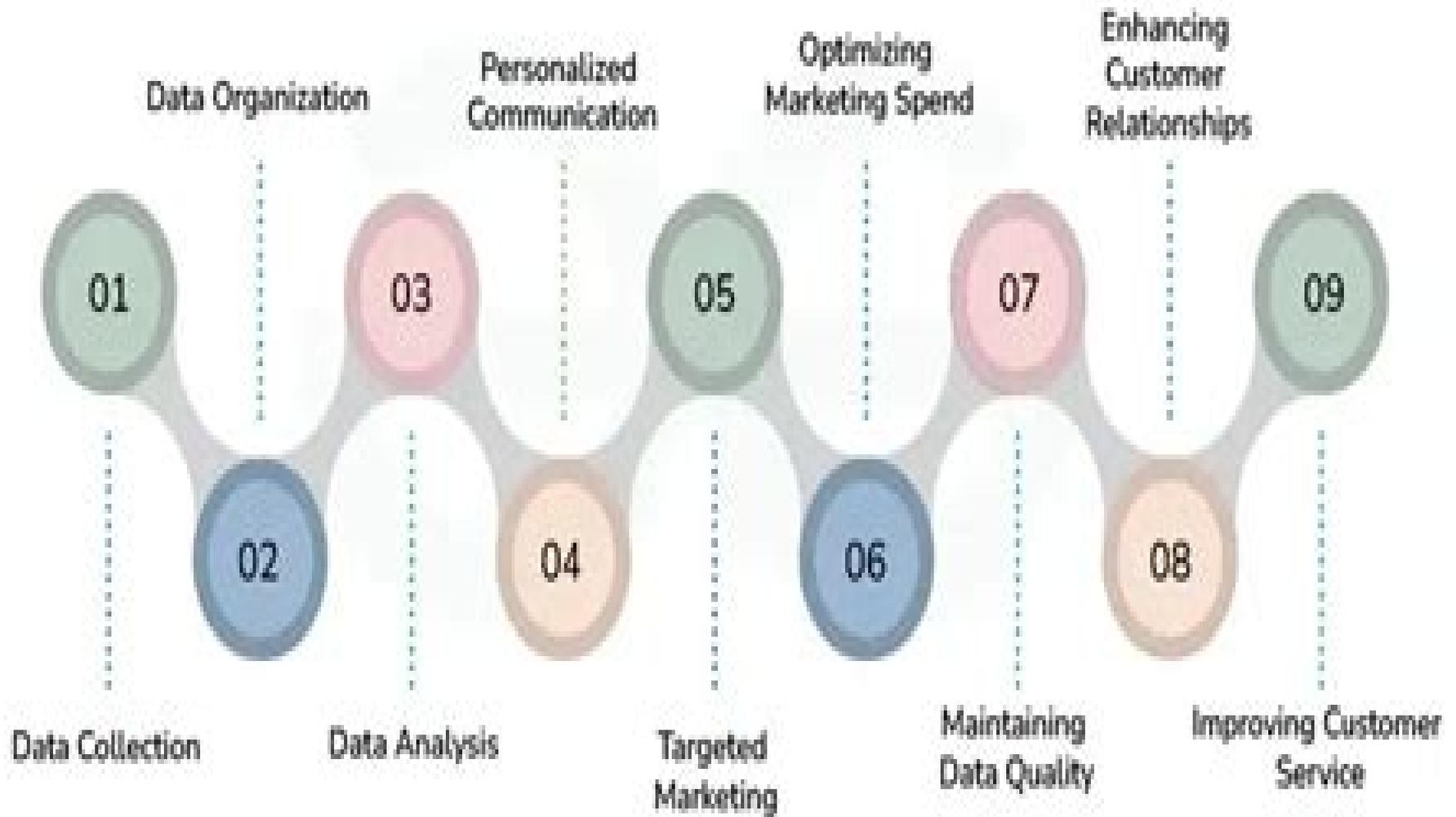


# How does Database Marketing Work?



# Database Marketing Strategy And Implementation

**Michael Seilmaier**



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