

NEW IN KNOWLEDGE

Check out the [Knowledge page](#) on quaero.com to read these newly added articles by Quaero experts:

- **High Performance Marketing: How to Deal with Direct Marketing's Evolving Challenges and not Burn Out Your IT Department**

Today, the direct marketing discipline must deal with new challenges including email and Web channels, real-time marketing, decentralized organization structures and customer dialogue demands -- challenges that cause an explosion of IT demands. The following are some areas that you and your IT department should plan for as you tackle these new challenges.

[Read more >>](#)

- **Getting what you paid for: Winning customers through an acquisition**

Financial markets typically react to news of a corporate acquisition by driving down the stock of the acquirer and bidding up the price of the target company. Why, if the acquisition is a smart move, should the markets drive down the stock of the acquirer?

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- **Marketing Performance Management: The Case for Customer Experience Management**

Companies forgot that customers are people--people who make decisions based on their experiences with the company's products, services, messages, and interactions. And customers have been fighting to be heard.

[Read more >>](#)

NEW AT QUAERO

How to produce HIGH PERFORMANCE MARKETING DATABASES
[Get your copy of Quaero's NEW Database Handbook >>](#)

Enterprise Marketing Management

**SMARTER MARKETING, GREATER SAVINGS:
 HOW MRM EMPOWERED A HOSPITALITY LEADER'S LOYALTY MARKETING**

For one worldwide hospitality giant, multiple loyalty programs meant multiple marketing teams for each program. But with no clear process for sharing initiatives and or comparing target customers, many opportunities for collaboration and cost-savings were being lost.

How did Quaero help this household-name hospitality company's marketing teams start working together more efficiently and put processes in place to build the momentum? Find out by reading our new case story, **Quaero drives greater marketing collaboration, effectiveness and savings for hospitality giant through MRM.**

[Download your copy by clicking here.](#)

**QUAERO'S SUMMER READING LIST:
 TOP FIVE MOST POPULAR DOWNLOADS ON QUAERO.COM**

Kick off your summer with a bit of marketing food for thought. Here are the five most frequently viewed articles and case studies accessed from our website, quaero.com, as "voted" by our visitors!

Links to each article are included below.

1. **"Touch Mapping" Can Be Key to Improving Your Behavior Toward Your Customers**

By Lane Michel

Recognizing and understanding a problem is half the battle. So why do so many people think they can actually improve customer experiences without doing that half of the work?

[Read more >>](#)

2. **Analytics Can Make Your Numbers Really Add Up**

By Naras V. Eechambadi, Ph.D., Quaero

At Quaero, we run into a number of clients who have large marketing budgets and staff but don't have a commensurate strength in marketing analytics. When I dig deeper, I often find out that analytics has historically not been proven to be a significant driver of performance, value or differentiation.

[Read more >>](#)

3. **High Performance Marketing: How Does Your Analytic Environment Rate? Keeping Up with the Joneses**

By Steve Schultz

Often the executives that I meet and work with want to know how their infrastructure compares with other companies. The first step may be a little self-evaluation. Here is a short assessment of data, tools and insights you can perform to understand how your environment rates.

[Read more >>](#)

Enterprise Marketing Management Services help you realize the full potential of your EMM investment. [More >>](#)

Quaero SpringBoard has a new look! See the new SpringBoard intro and mini web site. [More >>](#)

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NEWS & EVENTS

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NEXT TIME

Current trends in hosted relationship marketing.

4. **World-Class Practices Drive Response Marketing at Thomson West**

Learn how Quaero worked with publishing giant Thomson West to improve marketing effectiveness.

[Read more >>](#)

5. **The Right One for the Job**
By Steve Schultz

Over the last five years, the campaign management tool market has changed dramatically. A list of more than 50 boutique vendors has gone through aggressive consolidation. Large software firms have extended traditional offerings to improve their competitive edge among those who use their products. Client expectations continue to soar. These changes have increased the complexity of — and risk associated with — choosing tools for a given need.

[Read more >>](#)

And, if you haven't yet, be sure to read **High Performance Marketing: Bringing Method to the Madness of Marketing**, the practical and insightful new book by Quaero founder and CEO Naras Eechambadi. **High Performance Marketing** shares cutting-edge methods for bridging the gap between marketing strategy and execution, plus compelling case studies that detail the marketing successes of influential companies such as Harrah's Entertainment and Bank of America.

To read excerpts from the book, see the latest reviews and order your copy, simply go to www.high-performance-marketing.com.

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