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By -

Schiffer Publishing Ltd, United States, 2001. Paperback. Book Condition: New. 274 x 213 mm. Language: English . Brand New Book. Susan K. Jones is a tenured, full Professor of Marketing at Ferris State University, and owner of Susan K. Jones and Associates (direct marketing and advertising). Clients of Susan K. Jones Associates have included International Resources, The Hamilton Collection, Enesco Corporation, and Collectors Information Bureau -- all in the collectibles field -- as well as At-Home Professions, MarketNet Services and Consumer Target Marketing/Retail Target Marketing Systems in the business-to-business realm. She has conducted keynote, day-long and two-day marketing training programs through her own firm for eBay, Yamaha Musical Instruments, Sprint/Draft Worldwide, University of Louisville, Direct Marketing Association of Detroit, Consumers Energy, Advanstar Communications, and other organizations. She is a frequent speaker at direct and interactive marketing conferences and meetings. For The Callahan Group, she has served as faculty in day long and two-day train the consultants programs. At Ferris State, Ms. Jones teaches direct marketing, business-to-business advertising, advertising copy, advertising management, e-commerce marketing, and other marketing, advertising and public relations courses. She developed and leads Ferris State's e-commerce marketing concentration. She also teaches the first undergraduate direct marketing and...

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