

Richard Gee

From: Marketing Power News [noreply@ama.org]
Sent: Tuesday, 22 July 2008 11:36 p.m.
To: lisa@salesmarketing.org.nz
Subject: Here is your AMA newsletter for July 22, 2008



[News](#)
[Featured Media](#)
[Blog Quote](#)
[Job Listings](#)
[Content Partners](#)

Featured Media

[Eat Your Spinach! Bridging the Great Divide Between Marketing and Research](#)
Radio Show: July 23

[Weapons of Mass Collaboration: Leveraging Feedback Communities for Competitive Advantage](#)
Webcast: July 24

[The True Source: Properly Attributing the Association between the Acquisition Channel and Conversion Activity](#)
Webcast: July 29

CALL FOR 2009-2010 AMA Officer Nominations

The AMA Nominating Committee is seeking nominations for candidates to serve as AMA Board members and officers for the 2009-2010 year. Elections will be held in early 2009, with terms of office beginning July 2009. Nominations must be submitted no later than **July 25, 2008**. For more details and to submit suggestions for nominations, [click here](#)

"Quality in a product or service is not what the supplier puts in. It is what the customer gets out and is willing to pay for. A product is not quality because it is hard to make and costs a lot of money, as manufacturers typically believe."

- Peter Drucker

Webinar: Benchmarking B2B Lead Management Practices

Advertisement



Discover what works really well and not so well. Silverpop's new Quarterly Vtrenz Benchmark Study reviews the results of BtoB lead management campaigns throughout North America. This complimentary Webinar delivers key study findings along with best practice expertise to help you create your own highly successful lead management program.

[Register Today!](#)



Marketing Research

[Market Research Getting a Makeover](#)

Jul 14, 2008 NewsFactor Network

[Macho Movers: Male Drivers' 10 Favorite Vehicles](#)

Jul 19, 2008 KSLA

[Buffalo ranks among top coupon markets: Redemption rate tied for 3rd in country](#)

Jul 19, 2008 TMC Net

Blog Quote

“The authors rely on social capital theory to argue that guanxi, or the influence stemming from social connections or networks in Chinese settings, represents an organizational resource that can be leveraged for competitive advantage.”

[- JM Blog](#)

FRESH
THINKING
STARTS
HERE



BRAND
MANAGECAMP
2008

OCTOBER 6-7, 2008
LAS VEGAS



[Click Here For More Info](#)



AMA
Content Partners

[BzzAgent Introduces New 'WOM Impact Guarantee Program'](#)

Jul 18, 2008 Calibre Macro World

Consumer Promotion

[Brands investing in loyalty instead of offers](#)

Jul 16, 2008 The Wise Marketer

[Promote vacations at home as you increase sales](#)

Jul 19, 2008 Casual Living

[Internet Coupon Usage Up 83% in American Households](#)

Jul 17, 2008 San Antonio Business Journal

B2B Marketing

[SMBs: New Challenges for VoIP](#)

Jul 14, 2008 Converge! Network Digest

Not-for-Profit Marketing

[Navigating the wilderness of green business certifications](#)

Jul 18, 2008 BusinessGreen

[Are green deals a gift or a gimmick?](#)

Jul 14, 2008 Moneywise Magazine

[\(CSRwire\) Nation's Largest Nonprofit Joins CreateHope, Inc.](#)

Jul 14, 2008 CSR Wire

[Click Through to Change the World](#)

Jul 17, 2008 On Philanthropy

Direct Marketing and CRM

[Managing Constituent Relationships: Four Case Studies](#)

Jul 17, 2008 TechSoup

[New Need for Analytics](#)

Jul 19, 2008 Red Orbit

Marketing and Sales

[Ground-Breaking White Paper, "The Psychology of Marketing", Published Today by JDM](#)

Jul 17, 2008 PRWeb

[Co-op's launch of a media centre signals a shift in advertisers' focus to in-store work](#)

Jul 18, 2008 Marketing

[DMA report into DM spend at odds with Bellwether](#)

Jul 16, 2008 Marketing Direct

Top Tier Publications

[Q&A: Wilhite on What's Wrong With Auto Marketing](#)

Jul 15, 2008 Brandweek

Advertising

[BT: New Ad To Separate The Trademark BT Couple; BT launch new Home Hub with multi-layered media campaign](#)

Jul 15, 2008 Macro World Investor

[How PPC & SEO helps in advertising](#)

Jul 15, 2008 Orbitaloc

Retailing

[CareerBuilder.com Launches WorkInRetail.com to Connect Retail Employers and Job Seekers](#)

Jul 16, 2008 San Francisco Business Times

Get a Free Cost / Benefit Analysis

Advertisement

Consumers today spend 95% of their time online on sites that feature

[Aberdeen Group](#)
[GfK](#)
[ISBM](#)
[Maritz](#)
[Marketing NPV](#)
[McKinsey](#)
[PR Newswire](#)



[Find Out More](#)

[-Director, Consumer Psychology](#)

California

[-Senior Custom Research Specialist](#)
[-Sr. Research Specialist](#)

D.C.

[-Director, Marketing and Business Development](#)
[-Sr. Manager Sales and Marketing](#)

Florida

[-Marketing Coordinator](#)
[-Marketing Director](#)

Maryland

[-Product Manager](#)

Michigan

[-Global Marketing Communications Manager](#)

North Carolina

[-SVP Operations](#)

Oregon

[-Book Sales & Marketing Manager for ISTE](#)

Virginia

[-Account Executive/Project Manager](#)
[-Area Sales Director](#)
[-Marketing Manager](#)

Ontario

[-Assistant, Associate, Full Professor](#)

[more jobs](#)



Marketing Power News • 311 S. Wacker Dr. • Suite 5800 • Chicago • IL • 60606

This email was sent to: lisa@salesmarketing.org.nz by Marketing Power News.
[Click here to Unsubscribe](#) | [Privacy Policy](#)