

Richard Gee

From: Marketing Power News [noreply@ama.org]
Sent: Wednesday, 11 June 2008 5:41 a.m.
To: lisa@salesmarketing.org.nz
Subject: Here's your AMA newsletter for June 10, 2008



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

"The most valuable of all talents is that of never using two words when one will do.."

- Thomas Jefferson

Featured Media

[The 86% Solution](#)
Radio Show: June 11

[The Art of Engaging the Customer: Taking Proactive Steps to Deliver a Differentiated Experience](#)
Free Webcast: June 12

[Building and Recruiting Respondent Panels from Online Communities](#)
Free Webcast: June 17

Download Now: Do Your Landing Pages Smell Like Your Keywords?

Advertisement



Join Omniture's Joel Hall and Jason Bishop as they discuss:
- How to effectively reinforce keyword scent.
- Discover effective keyword organization strategies.
- Learn how to more effectively test conversion flow.

[Download Webinar Now](#)



Consumer Promotion

[Ad network strives to make coupons more meaningful](#)

Jun 2, 2008 Washington Post

Marketing Research

[Green scene a flash in the pan?](#)

Jun 7, 2008 McClatchy Tribune Business News

[Toy and Games Report Discusses Industry's Current Status and Emerging Trends](#)

Jun 5, 2008 MarketWire

B2B Marketing

[Wyndham Worldwide to Acquire Microtel and Hawthorn Suites Brands](#)

Jun 2, 2008 MarketWire

Not-for-Profit Marketing

[Social Release -- PetSmart Celebrates How Pets Make Us Happy](#)

Jun 5, 2008 MarketWire

[Lifetime Salutes Army Wives](#)

Jun 1, 2008 Multichannel Online

[A new approach: Nonprofit plans its first mixed-income](#)

Blog Quote

"Discounts have become the crack cocaine of management today," said Holden, indicating the number one reason for companies not capturing all the dollars their products are worth."

[- Marketing News](#)



Ensure the success of your marketing efforts with high quality data.


Business Objects
an SAP company

community

Jun 1, 2008 Macro World Investor

Internet Marketing

[Companies, with some prodding, are making Web sites accessible to the blind](#)

Jun 6, 2008 McClatchy Tribune Business News

[Retailers reporting increase in thefts](#)

Jun 5, 2008 McClatchy Tribune Business News

[Nokia bets Americans want all-purpose cell phones](#)

Jun 5, 2008 McClatchy Tribune Business News

Direct Marketing and CRM

[Sales Lead Management Association Adopts BMI CRM Training and Certification Program for B2B Marketing Professionals](#)

Jun 4, 2008 EMedia Wire

[No-call registry expands to cells: Starting today, consumers can add mobile numbers to list](#)

Jun 6, 2008 McClatchy Tribune Business News

Marketing and Sales

[Power 100: Next Generation](#)

Jun 3, 2008 Marketing

Consumer Packaged Goods

[Dismal May jobs report heightens recession fears](#)

Jun 6, 2008 McClatchy Tribune Business News

[Innovation, upgrades drive retail sales: Drawing in consumers using low prices, Wal-Mart has made gains on Target - even taking some cues from the Minneapolis discounter's playbook - as it aims to improve the shopping experience.](#)

Jun 6, 2008 McClatchy Tribune Business News

[Attention, frugal shoppers: Grocery stores get creative](#)

Jun 5, 2008 McClatchy Tribune Business News

Advertising

[In-Game Advertising Research Proves Effectiveness for Brands Across Categories and Game Titles](#)

Jun 3, 2008 Calibre Macro World

[Advertising & Marketing: New multimedia ad campaign lets Cross haters vent their anger](#)

Jun 2, 2008 Business Journal of Milwaukee

[Capital Insurance Group Launches Creative New "Think Twice" Ad Campaign](#)

Jun 5, 2008 MarketWire

Seven Ways to Beat the Bear

Advertisement



SilverPOP's latest white paper reveals why a recession is the perfect time to kick your marketing program into high gear, and shares seven secrets for strengthening your Market position and increasing ROI during a slowdown

[Download "Seven Secrets to Recession-Proof Marketing" today.](#)

**AMA
Content Partners**

[Aberdeen Group](#)
[GfK](#)
[ISBM](#)
[Maritz](#)

[-Director, Consumer Psychology](#)
[-Senior Business Marketing Manager](#)

Michigan
[-Marketing Research Analyst](#)

[Marketing NPV](#)
[McKinsey](#)
[PR Newswire](#)

California

-[Senior Manager\Director of Relationship Marketing](#)

Connecticut

-[Direct Marketing Manager](#)

D.C.

-[Chief Marketing Officer](#)

Florida

-[Director, Consumer Psychology](#)

Illinois

-[Marketing Product/Brand Manager](#)

Iowa

-[Senior Marketing Communications Representative](#)

Maryland

-[Senior Advertising Coordinator](#)

Minnesota

-[Marketing Manager](#)

Nebraska

-[Corporate Partnerships Manager](#)

Ohio

-[MARKET RESEARCH ANALYST](#)

-[Market Research Analyst](#)

Oregon

-[Sr. Research Consultant/Sr. Project Director](#)

Texas

-[Director of Marketing](#)

-[Director of Marketing and Sales](#)

-[Marketing Representative](#)

Virginia

-[Vice President, Marketing](#)

[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](#)