



Convergence Marketing: Combining Brand and Direct Marketing for Unprecedented Profits

Richard Rosen, Jane C. Rosen

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Offering a common language, better processes, and a set of practical tools, *Convergence Marketing* is a real-world guide that successfully combines the best of brand and direct into something more powerful and effective than either can be on its own. Convergence marketing offers the kind of real-time accountability that positions marketing as a vital and effective component of leadership's overall business strategy. Convergence brings brand and direct together with respect to both disciplines, within the same silos. And it offers the necessary tools and processes that deliver better results. Our global market demands nothing less than this fully integrated approach. Convergence Marketing is the key to shifting marketing communications efforts from a cost-based to a profit-driven model and will have your CFO begging you to spend more money.

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