

Smart Marketing for Smarter Markets:

Current and Best Marketing Practices for DETC-Member Institutions

Suggested Reading List

Web Design:

Don't Make Me Think: A Common Sense Approach to Web Usability

By Steve Krug

Web and Interactive Marketing:

Do It Wrong Quickly: How the Web Changes the Old Marketing Rules

By Mike Moran

Permission Marketing

By Seth Godin

Research and White Papers:

Forrester Research, Inc., Cambridge, MA

www.forrester.com

Excellent, many times free, white papers and research on interactive marketing topics.

JupiterResearch

233 Broadway, Suite 1005

New York, NY 10279, USA

Tel: (212) 857-0700

www.jupiterresearch.com

MarketingSherpa Inc

499 Main St.

Warren, RI 02885

Customer Service (877) 895-1717, (401) 247-7655)

service@sherpastore.com

www.marketingsherpa.com

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eMarketer, Inc.

75 Broad Street

New York, NY 10004

<http://enews.emarketer.com>