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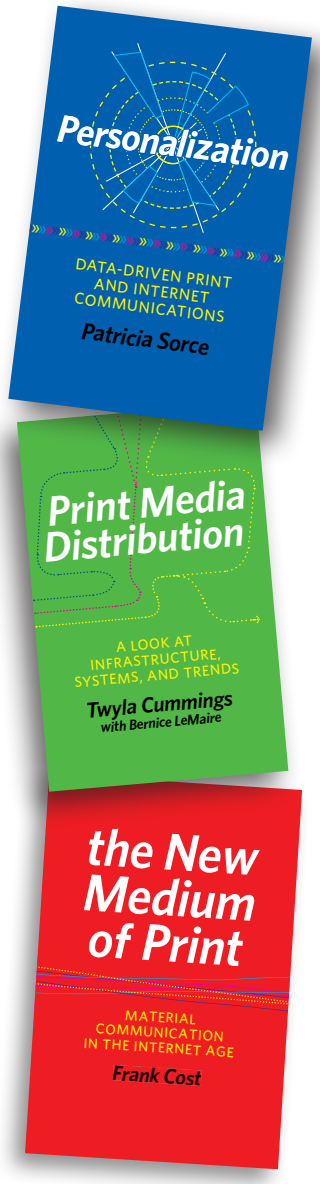

PERSONALIZATION: DATA-DRIVEN PRINT AND INTERNET COMMUNICATIONS

PATRICIA SORCE is the administrative chair of the Rochester Institute of Technology School of Print Media and co-director of the RIT Printing Industry Center. This book, the fourth volume in the Printing Industry Center Series, serves as a follow up to Dr. Sorce's previous book, *Data-Driven Print*, published in 2006. Here, she documents the importance of utilizing personalization and custom communication techniques, and identifies the best practices, best prospects and associated business models for delivering top value to printing clients. In addition, several case studies provide real-world examples of this evolving industry.

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