



## **FOR IMMEDIATE RELEASE**

Jill Z. McBride Public Relations, 513-231-5115 [jzmcbride@cinci.rr.com](mailto:jzmcbride@cinci.rr.com)  
Rick Ferguson, COLLOQUY, 513-248-5910 [info@colloquy.com](mailto:info@colloquy.com)

### **Latest COLLOQUY Magazine Examines The Long Tail of Loyalty Marketing**

*Free Download Available at [www.colloquy.com](http://www.colloquy.com)*

(August 15, 2005 -- Cincinnati, OH) COLLOQUY®, a leading loyalty-marketing publication and Web site, recently released its latest issue that explores how the long tail is wagging the dogs of loyalty, the importance of networks, and the latest developments in bank card loyalty. The latest issue of COLLOQUY, available for download at [www.colloquy.com](http://www.colloquy.com) includes:

#### **The Long Tail Of Loyalty**

The issue's cover story takes a close look at the latest marketing catch phrase and shows how, through diligent application of dialogue marketing, network building and relevant rewards, smart companies can open up new vistas in customer retention and lifetime value.

#### **COLLOQUY's Law: Networks Are Cool**

COLLOQUY explores the history of network theory and shakes hands with network pioneers Sarnoff, Metcalfe and Reed.

#### **Nobody Knows Anything**

Guest contributors Peter and Robin Clark of *The Wise Marketer* remind us that when it comes to customer loyalty, only measurable behavior matters.

#### **Sharing The Wealth**

Guest contributor Diana Knox of Visa USA, explains that there's plenty of opportunity for consumers, card issuers and merchants to share in the benefits inherent in bank card loyalty programs.

#### **The De-Evolution Of Loyalty**

Loyalty programs have been around long enough that we're starting to see them enter their second and third generations. Technology Editor Jim Kuschill shows how loyalty programs not only evolve, but also de-evolve-- and such de-evolution may actually be a good thing.

#### **Rock Solid**

Some loyalty programs are designed with only a passing relationship with profit, and the end result is nearly always failure. Contributing Editor Grant Gilkerson explains how to avoid this unfortunate fate by building an attrition benefits into your financial model.

#### **About COLLOQUY:**

The voice of the loyalty marketing industry since 1990, COLLOQUY® provides editorial, educational and research services on a global basis. COLLOQUY and [colloquy.com](http://colloquy.com) present commentary, analysis, breaking news, research libraries and article and program archives to qualified subscribers. Subscriptions are available at no cost at [www.colloquy.com](http://www.colloquy.com) or by calling 513-248-9184. Reader participation is invited at [info@colloquy.com](mailto:info@colloquy.com). COLLOQUY is published by Frequency Marketing, Inc. ([www.frequencymarketing.com](http://www.frequencymarketing.com)), a global provider of resources and technology for the design, implementation and management of loyalty-marketing programs that recognize and reward customers based on their purchase behavior.