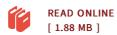




Marketing Accountability: A new metrics model to measure marketing effectiveness

By Malcolm McDonald, Peter Mouncey

Kogan Page Limited/Viva Books, 2011. Softcover. Book Condition: New. First edition. 17 x 24 cm. No CEO or CFO wants to hear that their marketing investment was a gamble, and greater accountability for marketing expenditure is one of the biggest issues facing the marketing community today, Marketing Accountability is based on years of research at Cranfield School of Management and it introduces a marketing metrics model that shows not only how marketing systematically contributes to shareholder value but also provides a metric-based framework for developing and implementing marketing strategies that are measurable and accountable, The key steps in the model are described in detail plus the process for practically applying it, as well as key areas that need to be considered such as: ? why a company-wide data management strategy is a vital foundation to measuring the value added by marketing strategy? how to develop and implement a measurable marketing strategy and allocate resources appropriately? how to become the first choice for the customers you want? the importance of engaging other functions in developing and implementing the marketing plan to achieve results and ensure accountability Marketing Accountability will enable senior executives to measure the impact of marketing...



Reviews

Thorough information! Its this kind of good read. Yes, it is perform, continue to an amazing and interesting literature. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- Loyal Grady

This publication will never be effortless to begin on studying but extremely entertaining to learn. It is probably the most incredible publication i have go through. I realized this ebook from my i and dad suggested this publication to learn.

-- Austin O'Connell

Related Books



Six Steps to Inclusive Preschool Curriculum: A UDL-Based Framework for Children's School Success

Brookes Publishing Co. Paperback. Book Condition: new. BRAND NEW, Six Steps to Inclusive Preschool Curriculum: A UDL-Based Framework for Children's School Success, Eva M. Horn, Susan B. Palmer, Gretchen D. Butera, Joan A. Lieber, How can inclusive early educators plan and deliver...



Crochet: Learn How to Make Money with Crochet and Create 10 Most Popular Crochet Patterns for Sale: (Learn to Read Crochet Patterns, Charts, and Graphs, Beginner's Crochet Guide with Pictures)

 $Createspace, United States, 2015. \ Paperback. \ Book Condition: New. \ 229 \times 152 \ mm. \ Language: English. \ Brand \ New Book ***** Print on Demand ******. Getting Your FREE Bonus Download this book, read it to the end and see BONUS: Your FREE Gift chapter after...$



TJ new concept of the Preschool Quality Education Engineering: new happy learning young children (3-5 years old) daily learning book Intermediate (2)(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date: 2005-09-01 Publisher: Chinese children before making Reading: All books are the Youth Preemployment Training software download generated pictures...



Barabbas Goes Free: The Story of the Release of Barabbas Matthew 27:15-26, Mark 15:6-15, Luke 23:13-25, and John 18:20 for Children

Paperback. Book Condition: New.



Anything You Want: 40 Lessons for a New Kind of Entrepreneur

Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, Anything You Want: 40 Lessons for a New Kind of Entrepreneur, Derek Sivers, Anything You Want is Derek Sivers' iconic manifesto on lessons learned while becoming an entrepreneur. You don't need a visionary...



Twitter Marketing Workbook: How to Market Your Business on Twitter

Createspace Independent Publishing Platform, United States, 2016. Paperback. Book Condition: New. Workbook. 279 x 216 mm. Language: English. Brand New Book ***** Print on Demand *****.Twitter Marketing Workbook 2016 Learn how to market your business on Twitter for free A best-selling...