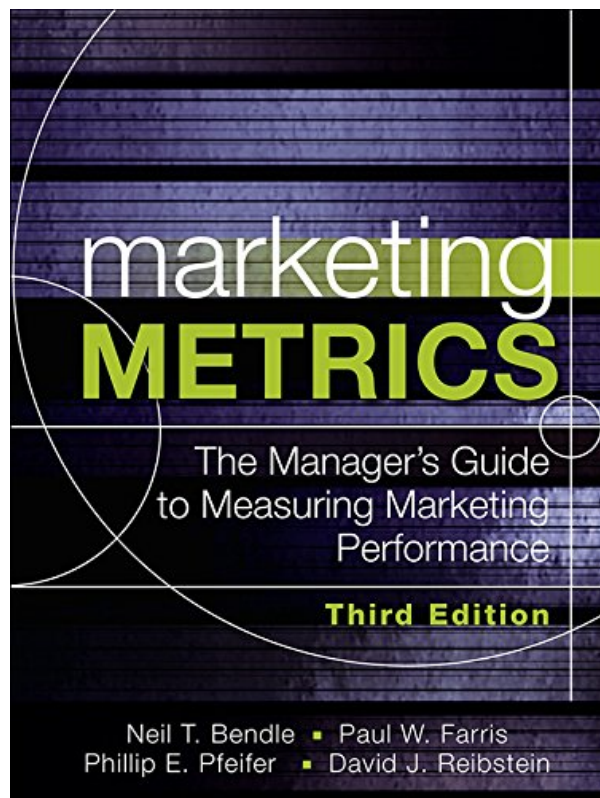
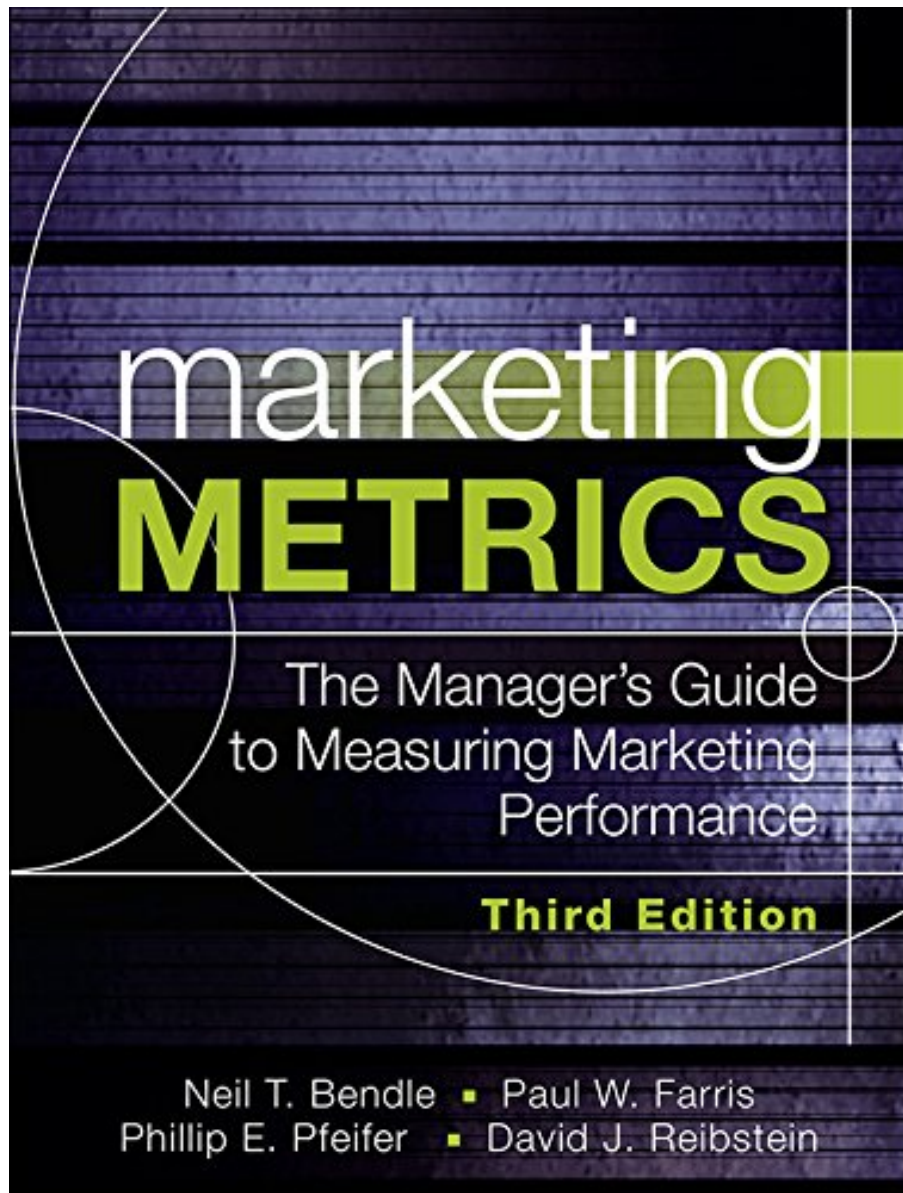


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Now updated with new techniques and even more practical insights, this is the definitive guide to today's most valuable marketing metrics. Four leading marketing researchers help you choose the right metrics for every challenge, and use models and dashboards to translate numbers into real management insight. *Marketing Metrics: The Manager's Guide to Measuring Marketing Performance, Third Edition* now contains:

- Important new coverage of intangible assets
- A rigorous and practical discussion of quantifying the value of information
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- An up-to-date survey of free metrics available from Google and elsewhere
- Expanded coverage of methodologies for quantifying marketing ROI

The authors show how to use marketing dashboards to view market dynamics from multiple perspectives, maximize accuracy, and "triangulate" to optimal solutions. You'll discover high-value metrics for virtually every facet of marketing: promotional strategy, advertising, and distribution; customer perceptions; market share; competitors' power; margins and pricing; products and portfolios; customer profitability; sales forces, channels, and more.

For every metric, the authors present real-world pros, cons, and tradeoffs — and help you understand what the numbers really mean. Last but not least, they show you how to build comprehensive models to support planning — and optimize every marketing decision you make.

Marketing Metrics, Third Edition will be invaluable to all marketing executives, practitioners, analysts, consultants, and advanced students interested in quantifying marketing performance.

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This book is incredible for any start-up company. It's very comprehensive and will have your marketing team focused immediately on how to measure the marketing initiatives for your organization. Success resides not only in the collection of data but in the interpretation and decision making fueled by accurate and appropriate deployment of metrics as it pertains to the industry, customer demographics, goals/milestones, and desired outcomes. The only way to beat competitors and push your product/service to the top is to understand the market. The only way to understand the market is to fully comprehend what your data are telling you or not telling you for that matter. This book provides the necessary insights and guidance to properly manage data for the success of a brand. Looking for total global domination in your industry? Start here.

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Great book, even better desk reference!

By Anand N.

In today's data and measurement rich marketing environment, this book is an absolute must-have for marketers at all levels. It is the most comprehensive single source of information on all the important things a smart marketer would want to track, with helpful tips about how to use them. It is encyclopedic in coverage, yet it is so much more fun to read than an encyclopedia. You can leaf through the whole book and learn a ton, and then you find yourself (at least I do!) going back again and again to refer to specific metrics. Its a must-read book, but its even more valuable as a desk-reference. I have one copy at school and another in my home office. And I've given up on trying to return it to the book shelf -- I use it so often that it sits within easy reach on my table most of the time. And, I'm really delighted to see how much new stuff the authors have added in this newest edition -- on topics from online and mobile to neuroscience.

Kusum Ailawadi

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The One Resource Every CMO / Marketer Needs

By Maddie W.

As a former CMO, I bought the 1st edition of this book back in the early 2000's. It was the first book (and continues to be the best book) to combine all related marketing metrics in one resource. I now have all three editions (two in my home office and one at work). These books provide comprehensive information on a host of metrics that enable you to train your team about how to speak "finance-language" to the CFO/finance department. It is a reference book that essentially lists all marketing related terms, their definitions, and their calculations. On top of it, the more recent editions have some great survey data that provide insight on which marketing metrics marketers find the most valuable. I have been able to use this data to explain to non-marketers why some measures are more valid than others. In sum, I highly recommend these books as primary reference material for marketers and anybody working with marketers (e.g., finance, accounting, etc.).

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