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	Autore	Jeffery Mark <1965->
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	Nota di contenuto	Data-Driven Marketing: The 15 Metrics Everyone in Marketing Should Know; CONTENTS; DOWNLOADABLE ROMI RESOURCES; ACKNOWLEDGMENTS; INTRODUCTION; Part I: Essentials; Chapter 1: The Marketing Divide; Chapter 2: Where Do You Start?; Chapter 3: The 10 Classical Marketing Metrics; Part II: 15 Metrics to Radically Improve Marketing Performance; Chapter 4: The Five Essential Nonfinancial Metrics; Chapter 5: Show Me the ROI!; Chapter 6: All Customers Are Not Equal; Chapter 7: From Clicks to Value with Internet Marketing Metrics; Part III: The Next Level; Chapter 8: Agile Marketing Chapter 9: Wow, That Product Is Exactly What I Need!Chapter 10: What's It Going to Take?; Chapter 11: Marketing Budgets, Technology, and Core Processes; Appendix for Instructors: How to Use This Book to Teach Data-Driven Marketing; NOTES; INDEX
	Sommario/riassunto	NAMED BEST MARKETING BOOK OF 2011 BY THE AMERICAN MARKETING ASSOCIATION How organizations can deliver significant performance gains through strategic investment in marketing In the new era of tight marketing budgets, no organization can continue to

spend on marketing without knowing what's working and what's wasted. Data-driven marketing improves efficiency and effectiveness of marketing expenditures across the spectrum of marketing activities from branding and awareness, trail and loyalty, to new product launch and Internet marketing. Based on new research from the Kellogg S