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| Sommario/riassunto | Marketing has long been considered more art than science, but the demands of a more dynamic, globalized business world has led to the development of sophisticated methods for quantifying marketing success. Organized into eleven focused sections, this reliable resource offers an effective approach to making a complex topic understandable. Written for both marketing managers accountable for growth-driven activities that must yield measurable results as well as senior executives who need a firm understanding of marketing's impact on a business or product line, this informative guide puts more than 110 key metrics in perspective. Along the way, you'll be introduced to a variety of important analytical tools, from brand, customer, and sales |

metrics to advertising, price, and distributions metrics. And with the addition of new examples and metrics-including significant updates to the online/digital/social area- Measuring Marketing, Third Edition will put you in a better position to excel at this difficult endeavor.
