

1. Record Nr.	UNINA9910777012203321
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Titolo	Marketing due diligence [[electronic resource]] : reconnecting strategy to share price / / Malcolm McDonald, Brian Smith, Keith Ward
Pubbl/distr/stampa	Amsterdam ; ; Boston, : Elsevier Butterworth-Heinemann, 2006
ISBN	9786610752126 0-08-046956-6 9786612665851 0-08-045942-0 1-282-66585-5
Descrizione fisica	1 online resource (257 p.)
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Disciplina	658.8/02
Soggetti	Corporations - Valuation Corporations - Investor relations Stocks - Marketing Stocks - Prices Economic value added Risk assessment
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Front Cover
Sommario/riassunto	The ultimate test of marketing investment, and indeed any investment, is whether it creates value for shareholders. But few marketing investments are evaluated from this perspective. Increasingly, boards of directors and city analysts the world over are dissatisfied with this lack of accountability. Cranfield School of Management has been addressing this problem by working with a range of blue-chip companies. They have created a new framework which shows how marketing systematically contributes to shareholder value based on three key questions-Does the promised market exist?Will the strategy d