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Nota di contenuto	Front Cover; Title Page; Table of Contents; Dedications; Acknowledgements; About the Authors; What's in This Book and What Isn't?; How to Use Excel to Become a Marketing Genius; Excel-lent Beginnings; Time-saving Tricks; Formulas 101; I'm the Marketing Manager - Now What?; Compiling Your Survey Data; Strategy Development; Disciplining Data; Competitive Analysis: Moving from Data to Information; Building Your Case: Presenting and Reporting Your Data; The Marketing Mix: Build an Irresistible Offering; Trade Shows: Make the Most of them; Measurement: Key to Market Management; Not Really the End Index Back Cover
Sommario/riassunto	The most powerful Microsoft Excel features that can be used to sort through data to produce meaningful marketing analyses are outlined in this manual. Marketing managers will learn the math functions to produce budgets and forecasts, and how to use survey analysis to quickly spot trends using pivot tables and other analysis tools. Ideas for launch schedules, life cycle management, and other date-related information are also presented.