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Altri autori (Persone)	KnowlesJonathan
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Nota di bibliografia	Includes bibliographical references (p. 135-137) and index.
Nota di contenuto	Front Matter -- Contents -- Foreword from the ICA -- Preface -- Introduction -- Finding Common Ground -- Accountability and ROI -- A Trilingual Story -- No Simple Answer -- What Business Are You In? -- Words, Words, Words -- The Two Meanings of Value -- Vulcans and Earthlings -- Agreeing What Brands Are -- Agreeing That Brands Are Valuable -- Brand Equity—Marketing and Advertising Version -- Brand Equity—Finance Version -- The Idea of Utility—Removing Some Myths -- The Idea of Intangible Assets -- Profit, Growth and Risk -- Winning Hearts and Minds -- What Would Emerson Say? -- The Marketing Mindset -- The Brand Mindset -- Short- and Long-Term Roles -- Choosing amongst the Possibilities -- Advertising as Investment -- Advertising's Impact on Profitability -- Advertising's Long-Term Effect -- The Long Term, from Another Perspective -- The Erosive Effect of Not Advertising -- The Value of Marketing -- Creating a Shared Accountability Culture -- The Need for Teamwork—Led from the Top -- Measurability -- The "Now and Later" Mindset -- Defining the Causal Model -- The Sales Funnel Model -- The Brand Value Chain Model -- What to Measure -- Drilling Down -- Measuring Brand Equity

-- Brand Valuation—When to Do It -- Brand Valuation—How to Do It -- Scorecards and Dashboards -- The Unisys Example -- Drawing the Strands Together -- A Final Word -- Useful Links -- Glossary -- References -- Diagram Sources -- Index -- Easy Reference Card—The Value of Marketing

Sommario/riassunto

Co-published with the Institute of Communication Agencies Every few years, business is galvanized by a new concept. Accountability is the latest idea in the spotlight. It's a huge topic, and in the broadest sense embraces ethics, corporate governance, and all the issues spawned by the recent spate of business scandals. Vulcans, Earthlings and Marketing ROI deals with a more pragmatic aspect: the accountability behind the question "Are our investments in marketing and advertising sensible and successful, short and long term, from a business point of view?" In Part 1 the authors establish that finance, marketing, and advertising share common ground in the value of brands. Part 2 reviews the evidence for the business impact of marketing and advertising, summarizing key research and practical experience. Part 3 outlines what it takes to build an accountability culture and profiles some techniques that are useful for framing and measuring the business impact of marketing and advertising investment. The book is intended for anyone with an interest in accountability as it applies to short- and long-term marketing effort.
