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Nota di contenuto	Acknowledgements. Preface. Section 1: What is Marketing Effectiveness? Chapter 1. Introduction to Marketing Effectiveness. Section 2: The Marketing-Effectiveness Framework TM . Chapter 2. Strategy, Creative, and Execution: What You Do in The Marketplace. Chapter 3. Planning Around What You Can't Control: The Competition, the Consumer, the Channel, and Exogenous Factors. Chapter 4. The Consumer: The Most Important Component in Any Marketing-Oriented Framework Chapter 5. A Framework for Capturing Marketing-Effectiveness Data: The Marketing-Accountability Framework. Section 3: The Marketing-Effectiveness Continuum. Chapter 6. Introducing the Marketing-Effectiveness Continuum. Chapter 7. Activity Trackers. Chapter 8. Campaign Measurers. Chapter 9. Mix Modelers. Chapter 10. Consumer Analyzers. Chapter 11. Brand Optimizers. Section 4: The Marketing-Effectiveness Culture. Chapter 12. It's Time to Just Get Started! Chapter 13. Conclusion: Put Marketing on the Critical Path to Success. Bibliography. List of Figures and Tables. Index.
Sommario/riassunto	Uncovers the components of driving increased marketing effectiveness. This book demystifies how marketers can significantly improve their measurement and management infrastructure in order to improve their

return on marketing effectiveness and ROI.
