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MARKETING ACCOUNTABILITY: A NEW METRICS MODEL TO MEASURE MARKETING EFFECTIVENESS



Kogan Page Limited/Viva Books, 2011. Softcover. Book Condition: New. First edition. 17 x 24 cm. No CEO or CFO wants to hear that their marketing investment was a gamble, and greater accountability for marketing expenditure is one of the biggest issues facing the marketing community today, Marketing Accountability is based on years of research at Cranfield School of Management and it introduces a marketing metrics model that shows not only how marketing systematically contributes to shareholder value but also provides...

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- Authored by Malcolm McDonald, Peter Mouncey
- Released at 2011



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