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Marketing metrics paul farris pdf

Paul W. Farris is a professor of landmark communications and professor of marketing at the Darden Graduate Business School at the University of Virginia, where he has taught since 1980. Professor Farris' research has produced award-winning articles on the power of retail and measuring advertising impacts. He has published more than 50 articles in magazines such as Harvard Business Review, Journal of Marketing, Journal of Advertising Research and Marketing Science. He is currently developing improved technologies to integrate marketing and finance metrics and is involved in several books, including The Marketing Strategy Performance Impact Project: Retrospect and Prospects. Farris' consulting clients have ranged from Apple and IBM to Procter & Gamble and Unilever. He has served on the boards of manufacturers, retailers and e-Businesses. Currently, he is president of GSI Group, Sto Corp. and Ohio Art Company. Neil T. Bendle is a PhD candidate in marketing at the Carlson School of Management, University of Minnesota. While working for a PhD, he has won awards for his teaching, and his doctoral thesis has focused on managers' difficulties in understanding consumer tastes. He has an MBA from Darden and nearly a decade of experience in marketing management, consulting, improving business systems and financial management. He was responsible for measuring the success of The British Labour Party's marketing campaigns. Phillip E. Pfeifer, Richard S. Reynolds Professor of Business Administration at Darden Graduate Business School, currently specializes in direct/interactive marketing. He has published a popular MBA textbook and more than 35 articles in magazines such as the Journal of Interactive Marketing, the Journal of Database Marketing, Decision Sciences, and the Journal of Forecasting. In addition to academic articles and textbooks, Pfeifer is a prolific case writer who was recognized in 2004 as head of the Darden School faculty for external case sales and in 2008 with the Wachovia Award for Distinguished Case. His teaching has won student awards and he has been recognized in Business Week's Best Business Schools Guide. Recent consulting clients include Circuit City, Procter & Gamble and CarMax. David J. Reibstein is ceo of CMO Partners and Professor of Marketing at William Stewart Woodside Wharton School. Considered one of the world's leading marketing authorities, he served as ceo of the Marketing Sciences Institute and co-founded the Wharton CMO Summit, which brings together leading joint organizations to address its most pressing challenges. Reibstein designed and teaches the Wharton Executive Education course on marketing metrics. He has extensive experience in consulting with leading companies, lukien GE, AT&T Wireless, Shell Oil, HP, Novartis, Novartis, & Johnson, Merck and Major League Baseball. He has served as vice dean and head of the Wharton Graduate Division, a visiting professor at Stanford and INSEAD, and a faculty member at Harvard. He serves on the board of Shopzilla And1 and several other organizations. Why read the most important marketing metrics? Because better indicators lead to better decisions that lead to better results. This book is an excellent help for marketers and all managers to understand which metrics are used and how to use them. Erv Shames, former CEO, Kraft Foods As the old saying goes, if you can't measure it, you can't control it. Measurable performance and sustainability have become a key factor in marketing success today. Key Marketing Metrics provides an overview of the most powerful metrics you can use to measure marketing results. It helps you understand the pros, cons and nuances of more than 50 main metrics. In this book, four leading marketing researchers and consultants systematically present you with a portfolio, or dashboard, which is one of your company's most valuable metrics. They show how these metrics are used to maximize the return on your marketing investment and identify the best new opportunities for profit. Choosing, implementing, applying them New quantitative formulas, applications and analytical techniques Best practices for tenders, For measuring ads, distribution, observation, market share, pricing, margins, portfolios, channels, dashboards, and other completely new chapters of utilizing today's diverse network, email, and mobile metrics Expert guidelines to measure and test reliability and competence Now widely updated, this award-winning book will help you apply today's most powerful metrics to all marketing investments, get accurate answers and use them to systematically improve your ROI. You'll find practical techniques to measure everything from brand equity to social media, market share to email performance. For each metric, the authors present real good, bad and exchanges and help understand what the numbers really mean. Learn how to design and interpret marketing dashboards to identify new opportunities and risks, and optimize all your decisions with powerful modeling techniques. A whole new chapter on online metrics brings much-needed clarity to metrics like page viewing; versatile media display time and interaction volumes; click prices; cost per click, order and customer acquired; visits, rejections and inflatables; friends, followers, supporters and even likes. This third edition adds important new topics to the brand neuromarketing, as well as important insights to choose the right metric and ensure you can trust the data. www.management-by-the-numbers.com marketing marketing Third Edition is the ultimate guide to today's most valuable marketing metrics. In this thoroughly updated and significantly expanded book, four leading marketing researchers show exactly how to choose the right metrics for each challenge. The authors show you how marketing dashboards allow you to view market dynamics from multiple perspectives, maximize accuracy, and triangulate to optimal solutions. You will find valuable metrics for almost all aspects of marketing: promotion strategy, advertising and distribution; customer perceptions; market share; the effectiveness of competitors; margins and pricing; products and portfolios; the customer's profitability; sales forces and channels; And much more. This version adds a rigor to the tight and comprehensive discussion of the latest web, web, social, and email metrics, helping you navigate today's many new metrics to get usable and reliable data. The authors have added new insights into measuring marketing's return on investment and brand equity, as well as practical advice on managing complex issues such as flexibility in advertising and double risk. You'll also find updated and expanded discussions about prioritizing the right metrics for your business and making sure that the data you capture is valid, reliable, and useful. Choose the right metric for each marketing challenge Understand the full spectrum of marketing metrics: pros, cons, nuances and application Get an in-depth and in-depth understanding of marketing investment return (MROI) Quantify, how your marketing spending really contributes to profits Understand and use web/online metrics much more efficiently Get usable information about the new network, rich media and social metrics, including Google Analytics Measure what's important, and measure it reliably Select the right metrics and secure accurate and valid information for decision-making Read more + Now updated with new technologies and even more practical insights, this is the ultimate guide to today's most valuable marketing metrics. Four leading marketing researchers will help you choose the right metrics for each challenge and use templates and dashboards to convert numbers into real management insights. Marketing Metrics: Manager's Guide to Measuring Marketing Performance, Third Edition now includes: Important new coverage of intangible assetsAnd a rigorous and practical discussion on data value quantificationAdd information on measuring a brand's equityA complete separate chapter online, SEM, mobile and digital metrics Up-to-date survey of free metrics available from Google and elsewhere Marketing ROI Extensive coverage The authors show how marketing dashboards are used to view market dynamics from multiple perspectives, maximizing accuracy, and triangulation for optimal solutions. You will find high value-added metrics for almost all aspects of marketing: promotion strategy, advertising, advertising, distribution; customer perceptions; market share; the power of competitors; margins and pricing; products and portfolios; the customer's profitability; sales forces, channels and more. For each metric, the authors present real-world good, bad and exchanges – and help you understand what numbers really mean. Last but not least, they show you how to build comprehensive templates to support your design – and optimize every marketing decision you make. In the first two editions, I have considered it to be the most comprehensive and authoritative guide in defining, building and using the metrics that every marketer needs today. It's a book that I find handy on my shelf and which I often refer to. As marketing develops rapidly, Marketing Metrics continues to be at the forefront. This third version updates and adds more information about a number of key metrics, such as brand metrics and return on investment. Given the growing importance of online and social metrics, this new edition now has a chapter dedicated to them, separate from traditional ad metrics. Here you will also find a section on the metrics of the emerging area of neuromarketing. Jim Lecinski, Vice President of Americas Customer Solutions, Google Marketers know they need to use metrics. The key - which this book deals with excellently - is which metrics are used and how they are used. –Erv Shames, Chairman, Western Connecticut Health Network; Former CEO of Borden, Inc. and Stride Rite Corporation. Updated version Strategy + Business 2006 Best Books in Marketing Award winner The most comprehensive guide to accurately measuring marketing performance and return on investment – now updated to reflect new technologies and even more practical experience Covers the full spectrum of marketing metrics: pros, cons, nuances and applications Now updated to better ways to manage intangible assets, information and brand equity Now is the perfect separate chapter on the web, SEM, mobile and digital variable - how to take advantage of the latest free metrics from Google and elsewhere To achieve the profitability of products, customers, channels, marketing initiatives and added values ix About authors xi Foreword xiii Foreword to third edition xv 1: INTRODUCTION 1 2: HEARTS, MIND AND MARKET SHARE 17 3: MARGINS AND PROFITS 67 4 : PRODUCT AND PORTFOLIO MANAGEMENT 111 5: CUSTOMER PROFITABILITY 157 6: SALES POWER AND CHANNEL MANAGEMENT 185 7: PRICING STRATEGY 225 8: PROMOTION 271 9 : AD INDICATORS 295 10: ONLINE, EMAIL, AND MOBILE METERS 325 11: MARKETING AND FINANCE 363 12: MARKETING INDICATORS X-RAY AND TESTING 383 13: METRICS SYSTEM 401 Bibliography 417 Endnotes 421 Index 429 CourseCompass, 6. print format 9780131406681 Online purchase price \$39.99 Availability View Pearson's order information provides affordable and easy-to-use purchase options for students' needs. 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