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**Marketing
Metrics The
Managers
Guide To
Measuring
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Performanc
e 3rd**

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This book is specifically targeted for founders who find themselves at the point where they need to transition into a selling role. Specifically

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founders who
are leading
organizations
that have a B2B,
direct sales
model that
involves sales
professionals
engaging in
verbal,
commercial
conversations

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with buyers.

Moreover, many
examples in this
book will be
targeted
specifically to
the realm of B2B
SAAS software,
and specifically
as regards new,
potentially
innovative or

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disruptive offerings that are being brought to market for the first time. In short, direct sales of the sort a B2B SAAS software startup would engage in. With that said, if you are looking

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to be a first time salesperson, transitioning in from another type of role, or fresh out of school, in an organization that meets those characteristics above, you will get value out of

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this book.

Similarly, if you
are a first time
sales manager,
either of the
founder type, or
a sales individual
contributor who
is transitioning
into that role,
again, in an
organization who

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meets the
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criteria above,
Measuring
you will also get
Marketing
value from this
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Your one-stop
guide to
becoming a
product
management
prodigy Product
management

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plays a pivotal role in organizations. In fact, it's now considered the fourth most important title in corporate America—yet only a tiny fraction of product

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managers have
been trained for
this vital
position. If
you're one of the
hundreds of
thousands of
people who hold
this essential
job—or simply
aspire to break
into a new

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role—Product
Guide To
Management For
Dummies gives
Marketing
you the tools to
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increase your
Edition
skill level and
manage products
like a pro. From
defining what
product
management
is—and isn't—to

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exploring the
Guide To
rising importance
Measuring
of product
Marketing
management in
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the corporate
Edition
world, this
friendly and
accessible guide
quickly gets you
up to speed on
everything it
takes to thrive in

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this growing field. It offers plain-English explanations of the product life cycle, market research, competitive analysis, market and pricing strategy, product roadmaps, the

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people skills it
Guide To
takes to
Measuring
effectively
Marketing
influence and
Performance 3rd
negotiate, and so
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much more.

Create a winning
strategy for your
product Gather
and analyze
customer and
market feedback

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Prioritize and
Guide To
convey
Measuring
requirements to
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revenues and
profitability
Product
managers are
responsible for
so much more

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than meets the eye—and this friendly, authoritative guide lifts the curtain on what it takes to succeed.

Today's best marketers recognize the importance of

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metrics,
Guide To
measurement, &
Measuring
accountability.
Marketing

But few
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marketers
Edition

recognize the
extraordinary
range of metrics
now available for
evaluating their
strategies &
tactics. In this

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The Managers

book, four
leading
researchers
systematically
introduce today's
most powerful
marketing
metrics.

"Drive
measurable,
repeatable online
sales with search

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marketing,
Guide To
usability, CRM,
Measuring
and analytics" --C
Marketing
over.

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ROI (Return on
Investment) is
today's key
business tool for
measuring how
effectively
money was
spent--yet few

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marketing

Guide To

managers

Measuring

receive any ROI

Marketing

training at all.

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ROI changes all

that, showing

marketing pros

at every level

how to use ROI

and other

financial metrics

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to support their
strategic
decision making.

This
comprehensive
book details how
an accurate
working
knowledge of
ROI is essential
for using the
latest marketing

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measurements,
and provides
insights for
gaining the
greatest

competitive
advantage from
the skilled use
and
understanding of
ROI concepts.
The Definitive

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Entertainment
Measuring
Marketing
Marketing
The Definitive
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Analytics and
Metrics
(Collection)
Marketing
Metrics
Leveraging

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User
Measuring
Segmentation to
Marketing
Drive Revenue
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Multichannel
Edition
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The 100+
Essential Metrics
Every Marketer
Needs, Third
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A Revolutionary

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Approach to
Guide To
Inbound Sales,
Measuring
Content
Marketing,
Marketing, and
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Today's Digital
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Consumer

Few marketers recognize the extraordinary range of metrics now available for evaluating their strategies and tactics. In Marketing Metrics, four

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leading researchers and consultants systematically introduce today's most powerful marketing metrics. The authors show how to use a "dashboard" of metrics to view market dynamics from various perspectives, maximize accuracy, and "triangulate" to optimal solutions. Their comprehensive coverage

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The Managers

Guide To
Mastering
Marketing

includes measurements of promotional strategy, advertising, and

distribution; customer perceptions; market share; competitors'

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power; margins and profits; products and

portfolios; customer profitability; sales

forces and channels; pricing strategies; and

more. You'll learn how and when to apply each

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metric, and understand tradeoffs and nuances that are critical to using them successfully. The authors also demonstrate how to use marketing metrics as leading indicators, identifying crucial new opportunities and challenges. For clarity and simplicity all calculations can be performed by hand, or

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The Managers

with basic spreadsheet techniques. In coming

years, few marketers

will rise to senior

executive levels without deep fluency in

marketing metrics. This

book is the fastest,

easiest way to gain that fluency.

Big Data is the biggest game-changing

opportunity for

marketing and sales

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since the Internet went mainstream almost 20 years ago. The data big bang has unleashed torrents of terabytes about everything from customer behaviors to weather patterns to demographic consumer shifts in emerging markets. This collection of articles, videos, interviews, and slideshares highlights

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the most important lessons for companies looking to turn data into above-market growth: Using analytics to identify valuable business opportunities from the data to drive decisions and improve marketing return on investment (MROI) Turning those insights into well-designed products and offers that

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The Managers

delight customers

Delivering those

products and offers

effectively to the

marketplace. The

goldmine of data

represents a pivot-point

moment for marketing

and sales leaders.

Companies that inject

big data and analytics

into their operations

show productivity rates

and profitability that are

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5 percent to 6 percent higher than those of their peers. That's an advantage no company can afford to ignore. Distill 100%–Usable Max-Profit Knowledge from Your Digital Data. Do It Now! Why hasn't all that data delivered a whopping competitive advantage? Because you've barely begun to use it, that's why! Good

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Guide To
news: neither have your competitors. It's hard!

But digital marketing analytics is 100%

doable, it offers colossal opportunities, and all of the data is accessible to

you. Chuck Hemann and Ken Burbary will help you chop the problem down to size, solve every piece of the puzzle, and integrate a virtually frictionless system for

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The Managers

moving from data to decision, action to results! Scope it out, pick your tools, learn to listen, get the metrics right, and then distill your digital data for maximum value for everything from R&D to CRM to social media marketing! •

Prioritize—because you can't measure, listen to, and analyze everything

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- Use analysis to craft experiences that profoundly reflect each customer's needs, expectations, and behaviors
- Measure real social media ROI: sales, leads, and customer satisfaction
- Track the performance of all paid, earned, and owned social media channels
- Leverage "listening data" way

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The Managers
beyond PR and

Guide To
marketing: for strategic
planning, product

Marketing
development, and HR •

Performance and
Start optimizing web
and social content in
real time • Implement

Edition
advanced tools,
processes, and
algorithms for

accurately measuring
influence • Integrate
paid and social data to
drive more value from

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both • Make the most of surveys, focus groups, and offline research

synergies • Focus new marketing and social media investments

where they'll deliver the most value Foreword by Scott Monty Global

Head of Social Media, Ford Motor Company

The demands of a more dynamic, globalized business world have led

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to sophisticated methods for quantifying marketing success. This informative guide defines and explains the use of more than 110 key marketing metrics for the success of your business. In eleven focused sections, this resource makes otherwise complex topics understandable. Written for marketing

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The Managers
professionals

Guide To
accountable for
measurable results as
Marketing
well as senior executives
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who need a firm
Edition
understanding of
marketing's impact on a
business or product line,
it clearly explains the
metrics that you can use
to measure marketing.

Along the way, you'll be
introduced to a variety
of important analytical

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tools, from brand, customer, and sales metrics to advertising, price, and distributions metrics. And with the addition of new examples and metrics—including significant updates to the online/digital/social area— Measuring Marketing, Third Edition will put you in a better position to excel

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Guide To
at this difficult
endeavor.

Get digital with your
brand today! Digital
Marketing for Dummies
has the tools you need to
step into the digital
world and bring your
marketing process up to
date. In this book,
you'll discover how
digital tools can expand
your brand's reach and
help you acquire new

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customers. Digital marketing is all about increasing audience

engagement, and the proven strategy and tactics in this guide can get your audience up

and moving! You'll learn how to identify the digital markets and media that work best for your business—no

wasting your time or money! Discover how

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much internet traffic is really worth to you and manage your online leads to convert web visitors into paying clients. From anonymous digital prospect to loyal customer—this book will take you through the whole process! Learn targeted digital strategies for increasing brand awareness

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Determine the best-fit
online markets for your
unique brand Access
downloadable tools to
put ideas into action
Meet your business
goals with proven
digital tactics Digital
marketing is the wave of
the business future, and
you can get digital with
the updated tips and
techniques inside this
book!

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Key Marketing Metrics

Getting Multi-Channel

Distribution Right

Marketing Performance

Strategies for Growing

Customer Value and

Profitability

The Complete Social

Media Community

Manager's Guide

Metrics and Methods for

On and Offline Success

Marketing Analytics: A

Practitioner's Guide To

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Marketing Analytics
Guide To
And Research Methods
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***A brand new
collection
introducing
today's most
powerful
strategies and
techniques for
measuring and
optimizing
marketing... 3***

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authoritative
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books, now in
Measuring
a convenient e-
Marketing
format, at a
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great price! 3
Edition
authoritative

Books help you
measure,
analyze, and
optimize every
marketing
investment

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you'll ever
make Measuring
and optimize
your marketing
investments is
more crucial
than ever.
But, with an
explosion in
channels and
complexity,
it's also more

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challenging
Guide To
than ever.

Measuring
Fortunately,
Marketing
marketing
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metrics and
Edition
analytics have
taken giant
leaps forward
in recent
years:

techniques now
exist for

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The Managers
Guide To
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Marketing
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*accurately
quantifying
performance
and applying
what you learn
to improve it.*

*In this unique
3 Book
package, world-
class experts
present these
new*

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approaches,
Guide To
and show how
Measuring
to profit from
Marketing
them. In
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Sales
Analytics,
leading
consultant
Cesar A.
Breaexamines
the

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experiences of
Guide To
15 leaders
Measuring
who've built
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high-value
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analytics
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capabilities
in multiple
industries.
Then, building
on what
they've
learned, he

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presents a
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complete
Measuring
blueprint for
Marketing
succeeding
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with marketing
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analytics.

You'll learn
how to
evaluate
"ecosystemic"
conditions for
success, frame

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the right
Guide To
questions, and
Measuring
organize your
Marketing
people, data,
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and operating
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infrastructure

to answer
them. Brea
helps you
overcome key
challenges
ranging from

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*governance to
overcoming
hidden biases.
Along the way,
he also offers
specific
guidance on
crucial
decisions such
as "buy vs.
build?",
"centralize or*

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decentralize?"
Guide To
, and "hire
Measuring
generalists or
Marketing
specialists?"
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Next, in
Cutting Edge
Marketing
Analytics,
three
pioneering
experts
introduce

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today's most
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methods and
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tools, and
offer a best-
practice
methodology
for successful
implementation
. They augment

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this knowledge
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with hands on
Measuring
case studies,
Marketing
guiding you
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through
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solving key
problems in
resource
allocation,
segmentation,
pricing,
campaign

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management,
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firm
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valuation, and
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digital
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strategy. All
case studies
are
accompanied by
real data used
by the
protagonists

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to make
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decisions. As
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you practice,
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you'll gain a
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understanding
of the value
of marketing
analytics,
learn to
integrate
quantitative

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analysis with
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managerial
Measuring
sensibilities,
Marketing
master core
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statistical
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tools, and
discover how
to avoid
crucial
pitfalls.
Finally, in
the award-

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winning
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Metrics,
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Edition, Paul
W. Farris and
his colleagues
show how to
choose the
right metrics
for every
marketing

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challenge.

*You'll learn
how to use
dashboards to
view market
dynamics from
multiple
perspectives,
maximize
accuracy, and
"triangulate"
to optimal*

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solutions.

You'll

*discover high-
value metrics
for*

promotional

strategy,

advertising,

distribution,

customer

perceptions,

market share,

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*competitors',
power,
margins,
pricing,
products and
portfolios,
customer
profitability,
sales forces,
channels, and
more. This
extensively*

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updated
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introduces
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metrics
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ranging from
Net Promoter
to social
media and
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measurement,
and shows how

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to build
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comprehensive
Measuring
models to
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optimize every
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decision you
make. If you
need to
measure and
improve
marketing
performance,

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package will
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be your most
Marketing
valuable
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resource. From
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world-renowned
business

sustainability
experts Cesar
A. Brea,
Rajkumar
Venkatesan,

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Paul W.
Guide To
Farris, Ronald
Measuring
T. Wilcox,
Marketing
Neil T.

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Bendle,
Phillip E.

Pfeifer, and
David J.

Reibstein
The digital
age has
transformed

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the very

Guide To

nature of

Measuring

marketing.

Marketing

Armed with

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smartphones,

Edition

tablets, PCs

and smart TVs,

consumers are

increasingly

hanging out on

the internet.

Cyberspace has

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*changed the
way they
communicate,
and the way
they shop and
buy. This*

*fluid, de-
centralized
and multidirec-
tional medium
is changing
the way brands*

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engage with
Guide To
consumers. At
Measuring
the same time,
Marketing
technology and
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innovation,
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coupled with
the explosion
of business
data, has
fundamentally
altered the
manner we

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collect,
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process,
Measuring
Marketing
analyse and
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disseminate
Edition
market
intelligence.

The increased
volume,
variety and
velocity of
information
enables

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*marketers to
respond with
much greater
speed, to
changes in the
marketplace.*

*Market
intelligence
is timelier,
less
expensive, and
more accurate*

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and actionable
Guide To
.Anchored in
Measuring
this age of tr
Marketing
ansformations,
Performance 3rd
Marketing
Edition
Analytics is a
practitioner's
guide to
marketing
management in
the 21st
century. The

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*text devotes
considerable
attention to
the way market
analytic
techniques and
market
research
processes are
being refined
and re-
engineered.*

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*Written by a
marketing
veteran, it is
intended to
guide
marketers as
they craft
market
strategies,
and execute
their day to
day tasks.*

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The Managers

*There are four
distinct types
of managers.*

*One performs
much worse
than the rest,
and one*

*performs far
better. Which
type are you?*

*Based on a fir
st-of-its-*

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*kind, wide-
ranging global
study of over
9,000 people,
analysts at
the global
research and
advisory firm
Gartner were
able to
classify all
managers into*

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The Managers
one of four

Guide To
types: •

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Teacher
managers, who
develop

employees'

skills based

on their own

expertise and

direct their

development

along a

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*similar track
to their own.*

- *Cheerleader managers, who give positive feedback while taking a general hands-off approach to employee development.* •

Always-on

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*managers, who
provide
constant,
frequent
feedback and
coaching on
all aspects of
the employee's
performance. •*

*Connector
managers, who
provide*

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*feedback in
their area of
expertise
while
connecting
employees to
others in the
team or
organization
who are better
suited to
address*

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specific
Guide To
needs.

Although the
Measuring
Marketing
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Edition
more or less
evenly
distributed,
the Connector
manager
consistently
outperforms

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The Managers

*the others by
a significant
margin.*

*Meanwhile,
Always-on
managers tend
to see their
employees
struggle to
grow within
the
organization.*

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The Managers
Why is that?
Guide To
Drawing on
Measuring
their
Marketing
groundbreaking
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data-driven
Edition
research, as
well as in-
depth case
studies and
extensive
interviews
with managers

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and employees
Guide To
at companies
Measuring
like IBM,
Marketing
Accenture, and
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eBay, the
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authors show
what behaviors
define a
Connector
manager, and
why they are
able to build

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powerhouse
Guide To
teams. They
Measuring
also show why
Marketing
other types of
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managers fail
Edition
to be equally
effective, and
how they can
incorporate
behaviors of
Connector
managers in

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Marketing
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*order to be
more effective
at building
teams.*

*Talk about
marketing
accountability
has become
almost
commonplace.
Most marketing
executives*

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understand the
Guide To
need to know
Measuring
the numbers.
Marketing
The real
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question is,
Edition
"Which
numbers?"
Marketing
Metrics in
Action:
Creating a Per
formance-

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Driven
Guide To
Marketing
Measuring
Organization
Marketing
answers those
Performance 3rd
questions and
Edition
addresses
those problems
with a balance
of sound
theory and
technique and
practical

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application.

The author, a
veteran of
marketing on
both

""sides""—the
client side
and the
consultant
side—explains
how you need
to begin by

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*identifying
the elements
of the right
culture.*

*First, every
company's
product
makeup,
competitive
situation,
resources, and
internal*

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strengths and weaknesses differ. So do its needs for particular metrics. It is necessary to be able to identify which metrics matter to your organization's

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circumstances.

*Next it is
necessary to
create a
culture of acc
ountability.*

*Everyone in
the
organization
has to be -and
be seen as
being-on the*

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same side and

n the same

page. Finance

can't be seen

as ""the

enemy, "" and

Sales and

Marketing need

work

especially

hard to

coordinate

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their efforts.

*But this sense
of
accountability
needs to
extend from
the C-Suite to
the customer
service and
order entry
people.*

Quality

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approaches and
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sophisticated
Measuring
ideas then
Marketing
become much
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more
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productive in
the
marketplace. A
metrics audit
will help
establish
where you are

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*now, and
mapping will
enable you to
align
processes to
better develop
your
dashboard.
This book
provides wise
counsel for
identifying*

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*which metrics
matter most to
your
organization
and practical
guidance for
putting all
the
sophisticated
marketing
tools to
profitable use*

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*in your
company.*
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Right provides
a
comprehensive
treatment of
modern
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strategy that

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is
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analytically
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solid, clearly
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managers as
well as MBA
and executive
MBA students,
and the
professors who
train them. It

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covers

concepts,

metrics,

tools, and

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in physical

and digital

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Focusing on

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research, as
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depth case
studies from

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framework of
pull and push
marketing for
how suppliers
work together
with their*

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the functions
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trade

promotions,
and other
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incentives can
help to
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need to allocate
resources, define
optimal marketing
mixes; perform effective
analysis of customers
and digital marketing
campaigns, and create
high-value dashboards

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and metrics. For each marketing problem, the authors help you:

Identify the right data and analytics techniques

Conduct the analysis and obtain insights from it

Outline what-if scenarios and define optimal solutions

Connect your insights to strategic decision-making

Each chapter contains technical notes,

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statistical knowledge,
case studies, and real
data you can use to
perform the analysis
yourself. As you
proceed, you'll gain an
in-depth understanding
of: The real value of
marketing analytics
How to integrate
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with managerial
sensitivity How to apply
linear regression,

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logistic regression,
cluster analysis, and
Anova models The
crucial role of careful
experimental design For
all marketing
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specializing in
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covering Marketing
Analytics, Marketing
Effectiveness, or
Marketing Metrics
Historically, the
discipline of marketing
has been heavily skewed
toward a subjective art
at the expense of a
measurable science. But
the days of hunches,
intuitions, and
incomplete or
misleading perspectives

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are rapidly disappearing. Today, savvy marketers and forward-looking organizations are embracing innovative new models driven by cutting-edge technology and analytics to align sales and marketing, pinpoint (and respond to) customer needs, and achieve breakthrough revenue gains. In Manufacturing Demand,

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marketing guru David
Lewis, CEO of
DemandGen

Marketing, reveals the
transformations taking
place in marketing
today, including the rise
of the marketing geek
and the emergence of
the so-called fifth and
sixth P s of marketing:
Process and
Programming. You ll
learn about the key

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practices and principles
of creating your demand-
generation factory:

buyer personas, the
demand funnel, lead
scoring, lead nurturing,
and analytics. Plus,

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presents plenty of
actionable tips and
recommendations as
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applying these
principles of successful
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organizations can

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deliver significant
performance gains
through strategic
investment in marketing

In the new era of tight
marketing budgets, no
organization can
continue to spend on
marketing without
knowing what's working
and what's wasted. Data-

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driven marketing improves efficiency and effectiveness of marketing expenditures across the spectrum of marketing activities from branding and awareness, trail and loyalty, to new product launch and Internet marketing. Based on new research from the Kellogg School of Management, this book

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is a clear and convincing guide to using a more rigorous, data-driven strategic approach to deliver significant performance gains from your marketing. Explains how to use data-driven marketing to deliver return on marketing investment (ROMI) in any organization In-depth discussion of the

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fifteen key metrics
every marketer should
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research from America's
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experience teaching
ROMI to executives at
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Nisan, Philips, Sony and
many other firms Uses
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organizations Free
downloadable ROMI
templates for all
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book With every

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department under the microscope looking for results, those who properly use data to optimize their marketing are going to come out on top every time.

This book was first published in 2004.

Developments in strategic thinking and econometric methods, alongside fundamental changes in technology

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and in the nature of competition, argue the need for an in-depth but accessible assessment of the Profit Impact of Marketing Strategy's project. Here, Paul Farris and Michael Moore gather together contributions from experts across the US and Europe to offer a retrospective analysis alongside innovative

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practitioners interested
in fostering practical
knowledge about
business innovation and
changes, this book not
only explores ways of
thinking about and
working with PIMS but
also explores the

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arising from the original data. As the business community renews its attempts to recreate the kind of inter-firm cooperation that produced the PIMS project, sharing many of the ideals, this volume will broadly appeal.

No longer can the offline remain separate from the online.

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Integrated, customer-centric, cross-channel marketing campaigns persuade customers to act, provide greater ROI, and ultimately improve your organization's bottom line. This must-have guide synthesizes the successful methods and metrics that online, direct, and brand marketers have

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Tools
Marketing Metrics in
Action
HBR Guide to Data

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your business
already has the
world's greatest inf
ormation-tracking
team working
tirelessly for you
24/7 to gather all
the info you could
possibly need to
find your next

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Between brand tracking, CRM programs, and online behavior tracking, as well as the always-dependable trade shows and satisfaction studies, mounds of marketing metrics are being generated for you

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across various touchpoints and channels. The numbers available to you are mind-blowing--but the amount itself can be mind-numbing. Where can one begin to filter through it all to find what is most beneficial for their company? Locked in

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the vast quantity of information are accurate, data-driven answers to every marketing question--and analytic

dashboards are the key to finding it all.

In It's Not the Size of the Data--It's How You Use It, marketing expert Koen Pauwels

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introduces readers to these transformative web-based tools that gather, synthesize, and visually display essential data in real time, directly connecting marketing with performance. He then supplies a simple yet rigorous methodology that

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explains step by step how to:

- Gain crucial IT support
- Build a rock-solid database
- Select key leading performance indicators
- Design the optimal dashboard layout
- Use marketing analytics to improve decisions and reap

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rewards There is simply too much customer-produced information out there today for marketing teams to go with gut decisions or the same old standbys. Dashboard analytics will bring scientific precision and insight to the marketing efforts

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of any size
organization, in
any industry, and
turn this eye-
popping data into a
specific plan of
attack.

Marketing and the
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out to change this.
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and original
research involving
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companies such as 3M, Accenture, British Airways, Diageo and McDonald's, this book analyzes the impact that marketing has on the financial well-being of a company. Viewing marketing as a strategic board-level function,

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Ambler sets out a new generation of marketing metrics designed to make marketing more accountable for what it does, what it spends and what it earns.

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project
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current and future
needs and to help
them be more

proactive,
Marketing,
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nimble in enabling
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enabling outcomes;
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application content
based on project
type, development
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industry sector.

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data analytics is the engine that drives marketing, providing a forward-looking, predictive perspective for marketing decision-making. The book presents actual cases and data, allowing readers invaluable real-world instruction. The cases show

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how to identify relevant data, choose the best analytics technique, and question the link between marketing plans and customer behavior. Dealing with actual scenarios sheds light on the most pressing marketing questions, such as

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setting the optimal price for one's product or designing effective digital marketing campaigns. Big data is currently the most powerful resource to the marketing professional, and this book illustrates how to fully harness that power

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to effectively
maximize

marketing efforts.

As the cost of
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increases, call
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into your

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conversion,

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revenue can be
challenging if you
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changes can
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model. Freemium
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so that you can
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business**

analysts to

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techniques to

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marketing

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book offers a
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advanced tools
and techniques
for predictive
analytics have
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tobit analysis for
customer lifetime
value into
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methodologies
are simplified to**

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of data and
analytics are fully
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any level of
application.**

**Complete with
downloadable
data sets and test
bank resources,
this book**

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concrete

foundation to

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marketing

analytics for day-

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advantage.

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involvement, and
advancements in
visual-based
technology,
metrics and KPIs
(key performance

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indicators) are
key factors in
evaluating
project
performance.

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systems provide
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information,
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and applications
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most successful

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and email
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metrics, plus
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new insights
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into measuring
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marketing ROI
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and brand
equity, as well
as practical
advice for
managing complex
issues such as
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elasticity and
"double

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jeopardy.”

Boost sales
results by

Marketing in on
the metrics that
matter most

“Sales may be an
art, but sales
management is a
science.

Cracking the
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Code reveals
that science and

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gives practical
steps to
identify the
metrics you must
measure to
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success.”

—Arthur Dorfman,
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“Cracking the
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who wants to
bring his or her
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team into the
21st century.”

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—Mike Nathe,
Senior Vice
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America “The
authors
correctly assert
that the

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proliferation of
management
reporting has
created a false
sense of control
for sales
executives. Real
control is
derived from
clear direction
to the field—and
this book tells
how do to that
in an easy-to-

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understand,
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actionable
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manner.”

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Jenkins,
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AT&T Global
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Solutions “There
are things that
can be managed
in a sales
force, and there

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are things that
cannot. Too
often sales
management
doesn't see the
difference. This
book is
invaluable
because it
reveals the
manageable
activities that
actually drive
sales results."

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—John Davis,
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“Cracking the
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Code is one of
the most

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resources
available on
effective sales
management. . .

. It should be
required reading

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for every sales
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“This book offers a solution to close the gap between sales processes and business results. It

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shows a new way
to think
critically about
the strategies
and tactics
necessary to
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to great!"

-Anita

Abjornson, Sales
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Effectiveness,
Abbott

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measure and
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honestly and as
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billions of
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customers, more
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promotions,
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