

[DOWNLOAD](#)

Marketing Metrics: The Manager's Guide to Measuring Marketing Performance (Hardback)

By Paul W. Farris, Neil T. Bendle, Phillip E. Pfeifer

Pearson Education (US), United States, 2015. Hardback. Book Condition: New. 3rd Revised edition. 238 x 188 mm. Language: English . Brand New Book. Today's Definitive Guide to Marketing Metrics Choosing Them, Implementing Them, Applying Them * New quantitative formulas, applications, and analytical techniques * Best practices for measuring promos, ads, distribution, perception, market share, pricing, margins, portfolios, channels, dashboards, and more * All-new chapter on leveraging today's rich online, email, and mobile metrics * Expert guidance for clarifying what to measure, and testing reliability and validity Now extensively updated, this award-winning book will help you apply today's most effective metrics to all your marketing investments, get accurate answers, and use them to systematically improve ROI. You'll find practical techniques for measuring everything from brand equity to social media, market share to email performance. For each metric, the authors present real-world pros, cons, and tradeoffs-and help you understand what the numbers really mean. You'll learn how to design and interpret marketing dashboards to identify emerging opportunities and risks, and use powerful modeling techniques to optimize every decision you make. A brand-new chapter on online metrics brings desperately needed clarity to metrics such as pageviews; rich media...



[READ ONLINE](#)

[7.44 MB]

Reviews

A fresh e book with a new viewpoint. It is among the most awesome ebook we have read through. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- Prof. Christelle Stark III

The most effective publication i ever read through. I could possibly comprehend almost everything using this composed e pdf. I am very easily could get a enjoyment of reading through a composed pdf.

-- Opal Bauch V