



Marketing Metrics: 50+ Metrics Every Executive Should Master

Paul W. Farris, Neil T. Bendle, Phillip E. Pfeifer, David J. Reibstein

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Few marketers recognize the extraordinary range of metrics now available for evaluating their strategies and tactics. In Marketing Metrics, four 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 includes measurements of promotional strategy, advertising, and distribution; customer perceptions; market share; competitors' 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 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 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.

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don't waste time on this one.

Alicia says

I'm about 1/2 way through... It's pretty dry but it's very educational...

Hakkikivandi says

Lauren says

Interesting in the "I'm a work dork" way -- but still interesting.

Abhishek Hanumanthappa says

this book is talks about market and strategies towards todays environment.

Trudy says

I'm about 1/2 way through... It's pretty dry but it's very educational...

Juan Israel Ortiz says

This book has helped in getting a better understanding of marketing analytics, and where to look for when helping my clients find those "sweet marketing spots".

Bjm Index says

