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Praise for Marketing Metrics key tools and techniques across many measurement landscapes—from the consumer, to the sales force, to the ever-changing media environment. ... Marketing metrics : 50+ metrics every executive should master / Paul Farris ...[et al.]. p. cm.

Marketing Metrics: 50+ Metrics Every Executive Should Master

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The book is titled Marketing Metrics: 50+ Metrics Every Executive Should Master and authored by Paul W. Farris, Neil T. Bendle, Phillip E. Pfeifer, and David J. Reibstein. It is a type of cookbook with recipes for helping marketing managers or executives to design a scorecard, evaluate their business, or better assess market, competitive, and company trends.

Book Summary: Marketing Metrics: 50+ Metrics Every ...

Marketing Metrics: 50+ Metrics Every Executive Should Master Paul W. Farris , Neil T. Bendle , Phillip E. Pfeifer , David J. Reibstein Pearson Education , Apr 18, 2006 - Business & Economics - 384 pages

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A new book out from Wharton School Publishing titled Marketing Metrics: 50 + Metrics Every Executive Should Master, identifies the pros, cons and tradeoffs associated with each metric. The book is by Paul Farris, Neil Bendle, Phillip Pfeifer and David Reibstein.

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34 Marketing Metrics Every Team Should Be Tracking. The marketing metrics we shared above are just some of the metrics to track. However, they make one thing crystal clear: there are a lot of numbers to track and report. But which ones are the most important? We asked about 50 people and here are their must-track marketing metrics: Brand awareness

34 Marketing Metrics to Include in Every Marketing Report ...

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