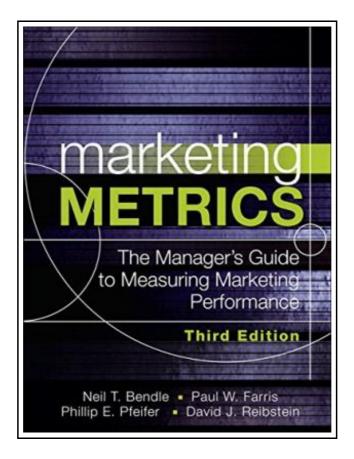
# Marketing Metrics: The Manager's Guide to Measuring Marketing Performance (Hardback)



Filesize: 5.65 MB

#### Reviews

Extensive manual! Its such a great read. It really is loaded with knowledge and wisdom You wont really feel monotony at at any time of your time (that's what catalogs are for regarding if you ask me).

(Myrl Hintz)

## MARKETING METRICS: THE MANAGER S GUIDE TO MEASURING MARKETING PERFORMANCE (HARDBACK)



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 II 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 display time and interaction rates; clickthrough rates; cost-per-click, order, and customer acquired; visits, abandonments, and bounce rates; friends, followers, supporters, and even likes. This Third Edition adds important new coverage of topics ranging from brand valuation to neuromarketing, as well as crucial insights for selecting the right metrics, and making sure you can trust your data. Marketing Metrics, Third Edition, is the definitive 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 every challenge. The authors show how to use...

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

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

### You May Also Like



Crochet: Learn How to Make Money with Crochet and Create 10 Most Popular Crochet Patterns for Sale: ( Learn to Read Crochet Patterns, Charts, and Graphs, Beginner's Crochet Guide with Pictures)

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Getting Your FREE Bonus Download this book, read it to the end and...

Read ePub »



#### The Water Goblin, Op. 107 / B. 195: Study Score

Petrucci Library Press, United States, 2013. Paperback. Book Condition: New. 238 x 170 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. The first of four late tone poems inspired by Bouquet, a...

Read ePub »



#### Public Opinion + Conducting Empirical Analysis

SAGE Publications Inc, United States, 2011. Kit. Book Condition: New. Revised ed..  $279 \times 217$  mm. Language: English . Brand New Book. Public Opinion : One of the central tenets of a democracy is that...

Read ePub »



#### Oxford First Illustrated Science Dictionary

Oxford University Press, United Kingdom, 2013. Paperback. Book Condition: New. 241 x 188 mm. Language: English . Brand New Book. The Oxford First Illustrated Science Dictionary supports the curriculum and gives your child a head...

Read ePub »



#### Oxford Primary Illustrated Maths Dictionary

Oxford University Press, United Kingdom, 2012. Paperback. Book Condition: New. 238 x 182 mm. Language: English . Brand New Book. The Oxford Primary Illustrated Maths Dictionary supports the curriculum and gives comprehensive coverage of the...

Read ePub »