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The authors present a comprehensive set of metrics covering the full range of marketing activities including: promotional strategy; advertising and distribution; customer perceptions; market share; competitors; margins and profits; products and portfolios; customer profitability; sales forces and channels; and pricing strategy.

Key Marketing Metrics: The 50+ Metrics Every Manager

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A new book from professors out of the Universities of Pennsylvania and Virginia is all about metrics, marketing metrics to be exact. 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

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metrics

Marketing Metrics: The Definitive Guide to Measuring Marketing

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

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