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Marketing Metrics: The Definitive Guide to Measuring Marketing Performance (2nd Edition)

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

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Marketing Metrics: The Definitive Guide to Measuring Marketing Performance, Second 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 and expand their treatment of social marketing, web metrics, and brand equity. They also give readers new systems for organizing marketing metrics into models and dashboards that translate numbers into management insight.

The authors show how to use marketing dashboards to view market dynamics from multiple perspectives, maximize accuracy, and "triangulate" to optimal solutions. You'll discover high-value metrics for virtually every facet of marketing: promotional strategy, advertising, and distribution; customer perceptions; market share; competitors' power; margins and pricing; products and portfolios; customer profitability; sales forces and channels; and more. For every metric, the authors present real-world pros, cons, and tradeoffs--and help you understand what the numbers really mean.

This edition introduces essential new metrics ranging from Net Promoter to social media and brand equity measurement. Last, but not least, it shows how to build comprehensive models to support planning--and optimize every marketing decision you make:

- Understand the full spectrum of marketing metrics: pros, cons, nuances, and application
- Quantify the profitability of products, customers, channels, and marketing initiatives
- Measure everything from "bounce rates" to the growth of your web communities
- Understand your true return on marketing investment--and enhance it

This award-winning book will show you how to apply the right metrics to all your marketing investments, get accurate answers, and use them to systematically improve ROI.

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Spent a free time for you to be fun activity to accomplish! A lot of people spent their sparetime with their family, or their own friends. Usually they accomplishing activity like watching television, gonna beach, or picnic in the park. They actually doing same every week. Do you feel it? Will you something different to fill your personal free time/ holiday? Can be reading a book is usually option to fill your free of charge time/ holiday. The first thing that you'll ask may be what kinds of reserve that you should read. If you want to try look for book, may be the guide untitled Marketing Metrics: The Definitive Guide to Measuring Marketing Performance (2nd Edition) can be good book to read. May be it might be best activity to you.

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