

ESSENTIAL MARKETING MATERIALS FOR NEW BUSINESS

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Essential Marketing 1

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Key Marketing Metrics Neil Bendle, Paul W. Farris, Phillip Pfeifer, David Reibstein, 2021-02-12 Measure manage and get the most out of your marketing Key Marketing Metrics is the definitive guide to today s most valuable marketing metrics In this thoroughly updated and significantly expanded book you will understand the pros the cons and the nuances of more than 50 of the most important metrics and know exactly how to choose the right one for every challenge With leading experts discover how to build your reputation by Using marketing dashboards to view market dynamics from multiple perspectives maximize accuracy and triangulate to optimal solutions Applying high value metrics for virtually every facet of marketing to maximise the return on your investment and identify the best new opportunities for profit Building models to assist with planning to give you the best tools for decision making In its third

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