



Marketing Accountability: A New Metrics Model to Measure Marketing Effectiveness

Malcolm McDonald, Peter Mouncey

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One of the biggest issues facing marketers today is accountability for marketing expenditure. No CEO or CFO wants to hear that their marketing investment was a failed gamble.

Marketing Accountability by Malcolm McDonald and Peter Mouncey is a breakthrough for marketing and important reading for marketing professionals. Based on seven years of research into global best practice in marketing, it investigates every aspect of this key topic including strategic marketing planning and marketing due diligence, before introducing a marketing metrics model that will help marketing directors align marketing activities with corporate strategy. Dozens of charts and tables illustrate the concepts in two-color print.

Marketing Accountability will enable senior executives to measure the impact of marketing activities against the goals of an organization, and empower marketers to justify their actions to both CEOs and their Chief Financial Officers.

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