

Marketing Metrics The Managers Guide To Measuring Marketing Performance

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Amazon.com: Marketing Metrics: The Manager's Guide to ...

Marketing Metrics (Farris et al.) is an indispensable reference book for marketers of all levels. I think it will also be of great value to marketing researchers on the agency side, who are often isolated from the actual marketing decision-making process.

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In Marketing Metrics, Farris, Bendle, Pfeifer, and Reibstein have given us a valuable means toward this end. In a single volume, and with impressive clarity, they have outlined the sources, strengths, and weaknesses of a broad array of marketing metrics. They have explained how to harness those data for insight.

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In essence, Marketing Metrics is a key reference for managers who aim to become skilled in both right- and left-brain marketing. I highly recommend it for all ambidextrous marketers. John A. Quelch, Lincoln Filene Professor of Business Administration and Senior Associate Dean for International Development, Harvard Business School xiv MARKETING METRICS

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Give us the data and we'll make a marketing strategy out of it, all while tracking the most important metrics that will help us achieve it. But, what are those metrics? Let's take a look at the 8 most important metrics to track your SEO ranking when you're first getting started. #1: Organic Traffic. Alright, let's start with the obvious.

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