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Reibstein Pearson Education , Apr 18,
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Operational metrics are the most important marketing metrics that every marketer should be on top of - these are

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the numbers that provide the big picture on where the company is headed and what needs to be the focus of the marketing team going forward.

50+ Marketing Metrics Every Marketer Should Measure

Key Marketing Metrics is the definitive guide to today's most valuable

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marketing metrics to measure the results of your marketing. 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 metrics for every challenge.

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Key Marketing Metrics: The 50+ metrics every manager needs ...

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.

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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 Metrics:
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Chapter 7. Pricing Strategy Introduction

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Metrics covered in this chapter: Price Premium Reservation Price Percent Good Value Price Elasticity of Demand Optimal Prices, Linear and Constant Demand "Own," "Cross," and ... - Selection from Marketing Metrics: 50+ Metrics Every Executive Should Master [Book]

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Every Executive Should Master

Key Methodology Elements This book presents over 50 of the most important metrics to measure your company's marketing success. The authors present a comprehensive set of metrics covering the full range of marketing activities including: promotional strategy; advertising and distribution; customer

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perceptions; market share; competitors;
margins and profits; products and
portfolios; customer ...

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In Marketing Metrics, four leading
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systematically introduce today's most

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powerful marketing metrics. The authors show how to use a "dashboard" of metrics to view market dynamics from various perspectives, maximize accuracy, and " Few marketers recognize the extraordinary range of metrics now available for evaluating their strategies and tactics.

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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

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and David Reibstein.

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Few marketers recognize the extraordinary range of metrics now available for evaluating their strategies and tactics. In Marketing Metrics, four leading researchers and consultants

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34 Marketing Metrics Every Team Should Be Tracking. The marketing metrics we

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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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