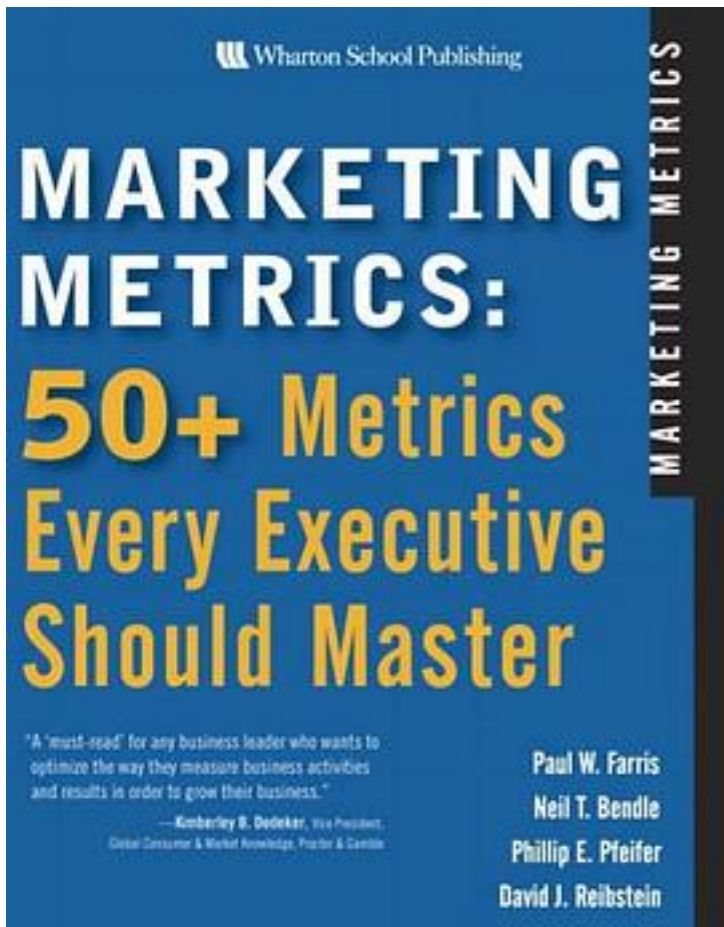


Marketing Metrics



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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 systematically introduce today's most powerful marketing metrics. The authors show how to use a "dashboard" of metrics to view market dynamics from

various perspectives, maximize accuracy, and "triangulate" to optimal solutions. Their comprehensive coverage includes measurements of promotional strategy, advertising, and distribution; customer perceptions; market share; competitors' power; margins and profits; products and portfolios; customer profitability; sales forces and channels; pricing strategies; and more. You'll learn how and when to apply each metric, and understand tradeoffs and nuances that are critical to using them successfully. The authors also demonstrate how to use marketing metrics as leading indicators, identifying crucial new opportunities and challenges. For clarity and simplicity all calculations can be performed by hand, or with basic spreadsheet techniques. In coming years, few marketers will rise to senior executive levels without deep fluency in marketing metrics. This book is the fastest, easiest way to gain that fluency.

作者介绍:

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标签

营销

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Business

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经济商业统计

工具

评论

2006 best business book, S+B, marketing 1

很不错的工具书，需要时可查阅，看看目录里的Metrics就能知道书的大致内容了。

很实用。

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书评

此本书的内容汇总了营销领域内量化衡量的各种方法,有如一本参考工具书,在2006年美国市场极具盛名,基本上代表了近十年来美国营销领域的研究及演进的方向,即是以科学的方法来衡量营销领域的各个工作环节
营销是否是一门艺术?所谓的"策划大师"是否都是一副高瞻远瞩,神不可测的神...

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