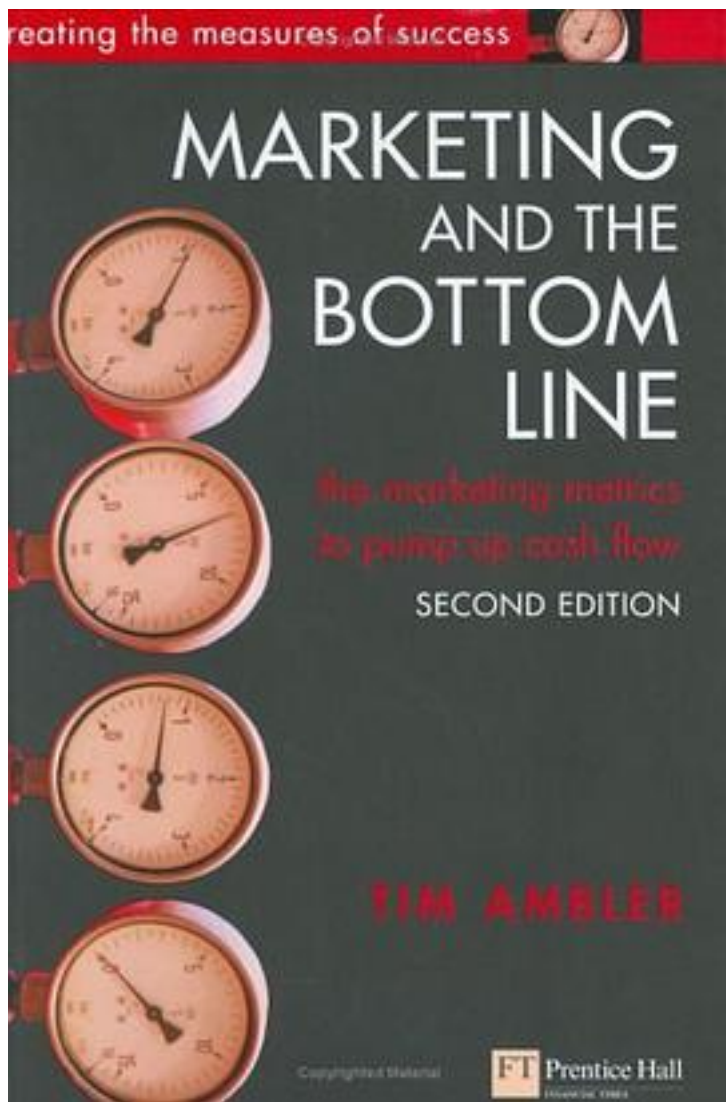


# Marketing and the Bottom Line, Second Edition



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An excellent book; thoughtful and informative. It will open the minds of board members to the fact that marketing's value can and should be measured. The data produced is a vital indicator of a company's health." -Mike Mawtus, Vice President, IBM Euro Global Initiatives "I hate this book. It will only encourage the accountants." -Anne Moir, -Head of Marketing, Quadriga Worldwide "This book should be required reading for all board directors. It shows why marketing underpins shareholder value creation, and how marketing effectiveness should be measured and monitored." -Professor Peter Doyle, Warwick Business School Strip out all the flash talk and pretty posters and you'll find that marketing is all about cash: either finding where it is and how to get a bigger share of it or spending it in an attempt to generate more of it. Both fairly hard, measurable, results driven functions. And yet for years, while other departments have been subjected to intense scrutiny on their contribution to shareholder value, marketing have been able to make jokes about not knowing which 50% of their work produced the results. Not any more, Marketing isn't a special case, it isn't different and it certainly isn't impossible to measure. It's an investment. Unless you can measure its impact, you're wasting your money. Here for the first time, is a book that explains the "why" as well as the "what" and the "how" of marketing metrics. >

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