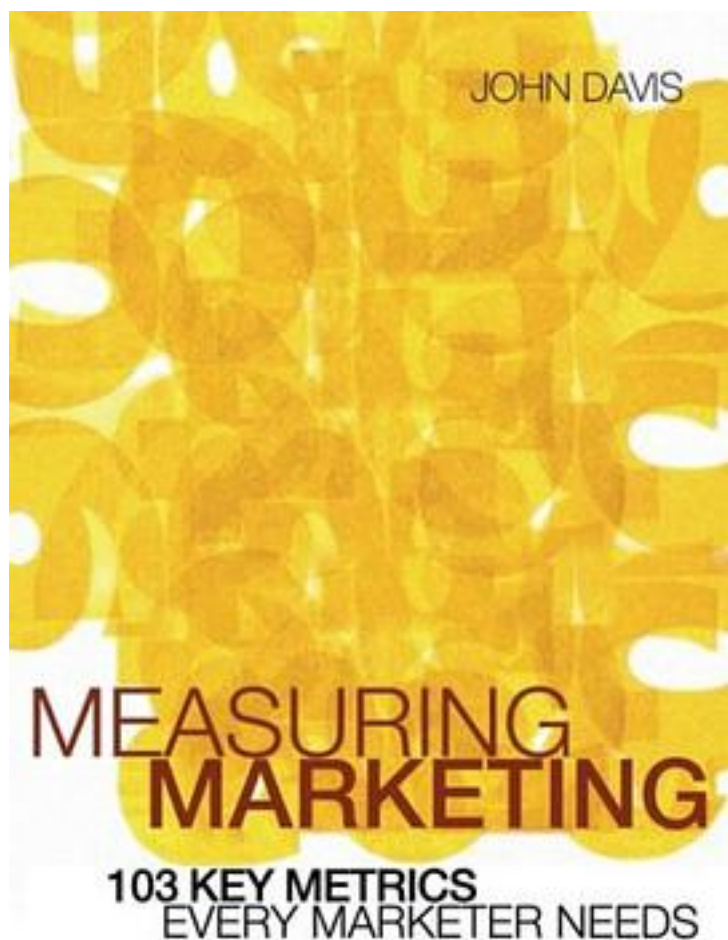


# Measuring Marketing



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在线阅读本书

Marketing is now being asked to be measurably accountable for not only the top-line of their income statement, but also for the bottom-line as well. They're being asked to account for the total marketing program in addition to its component product programs, its advertising, sales promotion, sales and distribution, and pricing programs. This is the first book that addresses the clamor and demand from marketing's many stakeholders to be accountable for its strategies and activities.

作者介绍:

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