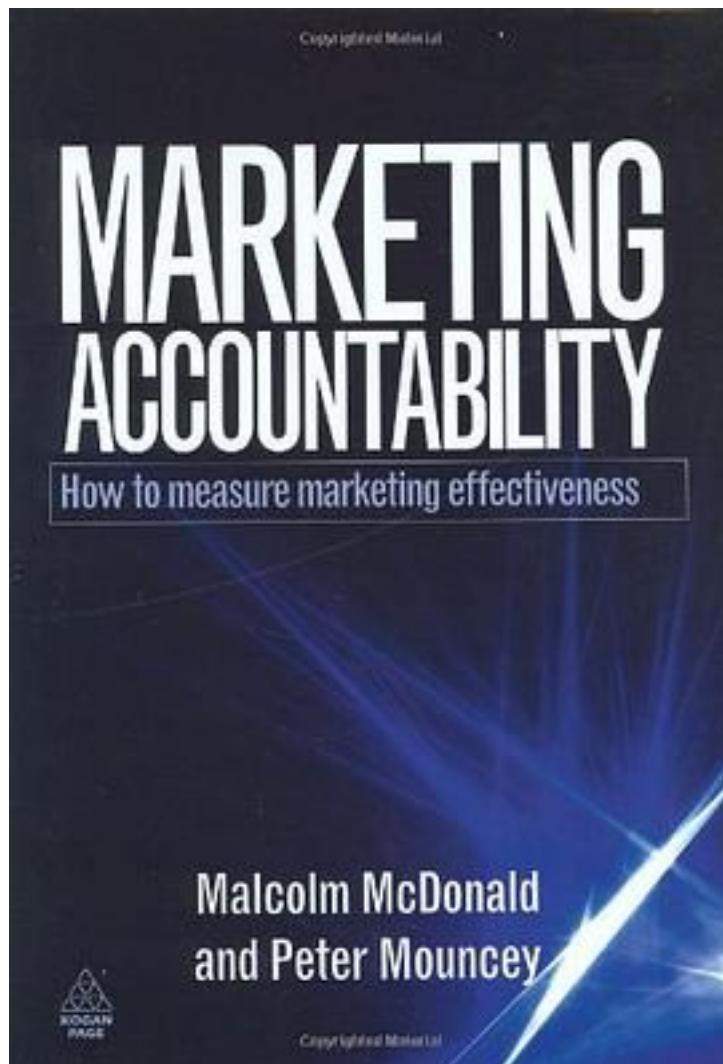


Marketing Accountability



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No CEO or CFO wants to hear that their marketing investment was a gamble, and greater accountability for marketing expenditure is one of the biggest issues facing the marketing community today. "Marketing Accountability" by Malcolm McDonald and Peter Mouncey is a major breakthrough for marketing and essential reading for any senior marketing professional. Based on seven year's research into global best practice in marketing, it investigates every aspect of this key topic including strategic marketing planning and marketing due diligence, before introducing a marketing metrics model that will help marketing directors align marketing activities with corporate strategy. "Marketing Accountability" will enable senior executives to measure the impact of marketing activities against the goals of an organization, and empower marketers to justify their actions to both CEOs and their Chief Financial Officers.

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