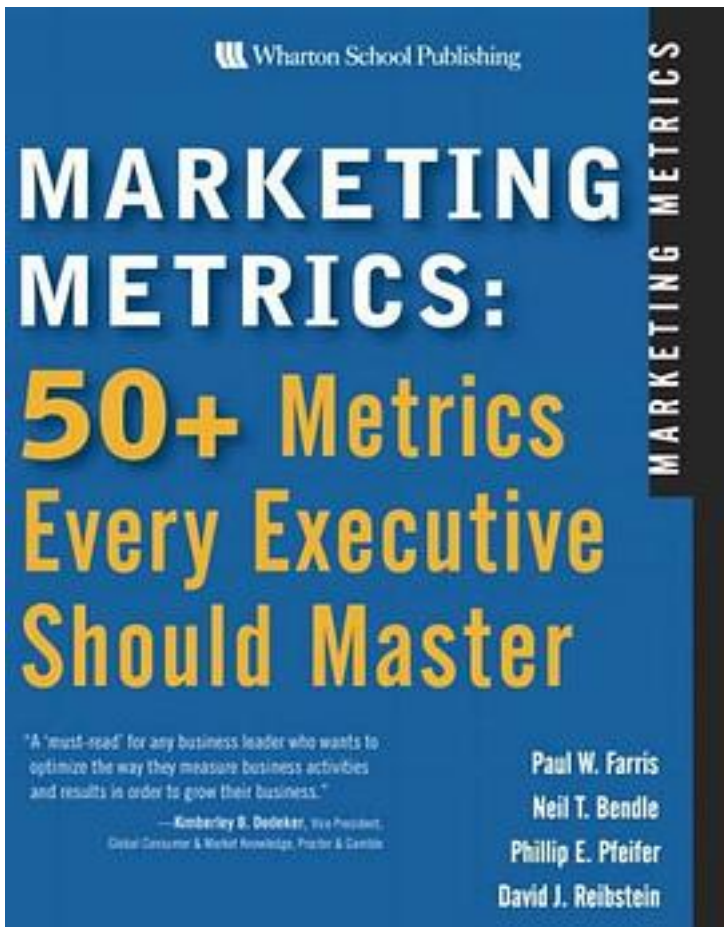


Marketing Metrics



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The Definitive Guide to the New State-of-the-Art in Marketing Metrics Marketing Metrics, Second Edition , is the definitive guide to today’ s most valuable marketing metrics. In this thoroughly updated and significantly expanded book, four leading marketing researchers show exactly how to choose the right metrics for every challenge. The

authors show how to use marketing dashboards to view market dynamics from multiple perspectives, maximize accuracy, and “triangulate” to optimal solutions. You’ ll discover high-value metrics for virtually every facet of marketing: promotional strategy, advertising, and distribution; customer perceptions; market share; competitors’ power; margins and pricing; products and portfolios; customer profitability; sales forces and channels; and more. This edition introduces essential new metrics ranging from Net Promoter to social media and brand equity measurement. Last, but not least, it shows how to build comprehensive models to support planning--and optimize every marketing decision you make. Choose the right metric for every marketing challenge Understand the full spectrum of marketing metrics: pros, cons, nuances, and application Gain a deep and thorough understanding of marketing profitability Quantify the profitability of products, customers, channels, and marketing initiatives Assess web and social media effectiveness, accurately and in detail Measure everything from “bounce rates” to the growth of your web communities Link marketing to your enterprise financial metrics Understand your true return on marketing investment--and enhance it This award-winning book will show you how to apply the right metrics to all your marketing investments, get accurate answers, and use them to systematically improve ROI. You’ ll find practical, up-to-the-minute techniques for measuring everything from brand equity to social media, market share to web engagement. For every metric, the authors present real-world pros, cons, and tradeoffs--and help you understand what the numbers really mean. You’ ll learn how to design and interpret marketing dashboards to identify emerging opportunities and risks and use powerful new modeling techniques to optimize every decision you make. In this second edition the authors expand their treatment of social marketing, web metrics, and brand equity. They also give readers new systems for organizing marketing metrics into models and dashboards that translate numbers into management insight. • Strategy + Business “Best Books in Marketing” award winner—now fully updated! • 30% more coverage: from social media and brand equity to modeling for better decision-making • Covers promotions, advertising, distribution, customer perception, market share, pricing, margins, portfolios, channels, dashboards, and much more

作者介绍:

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标签

Marketing

Analytics

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DataDriven

评论

最近MKT轮番轰炸，理论知识和术语倒是知道不少，求实际应用了.这本书浅显易懂，非常orgainized...

系统梳理很好！回答了心中很多的疑问。提供了一些方法和思维。

涉及marketing analytics的常用公式与变量，很适合要用时翻一翻作参考书。其实实际应用中对数据和metrics的处理真的好难，比如说将YOY sales increase而非annual sales作为Y variable这种巧妙处理，就算俺多吃几十斤核桃也想不出来啊。。

i hate marketing and mathematics but i still have to struggle with it

MARKETING DATA ANALYSIS 课本 小书易读 简单

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书评

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