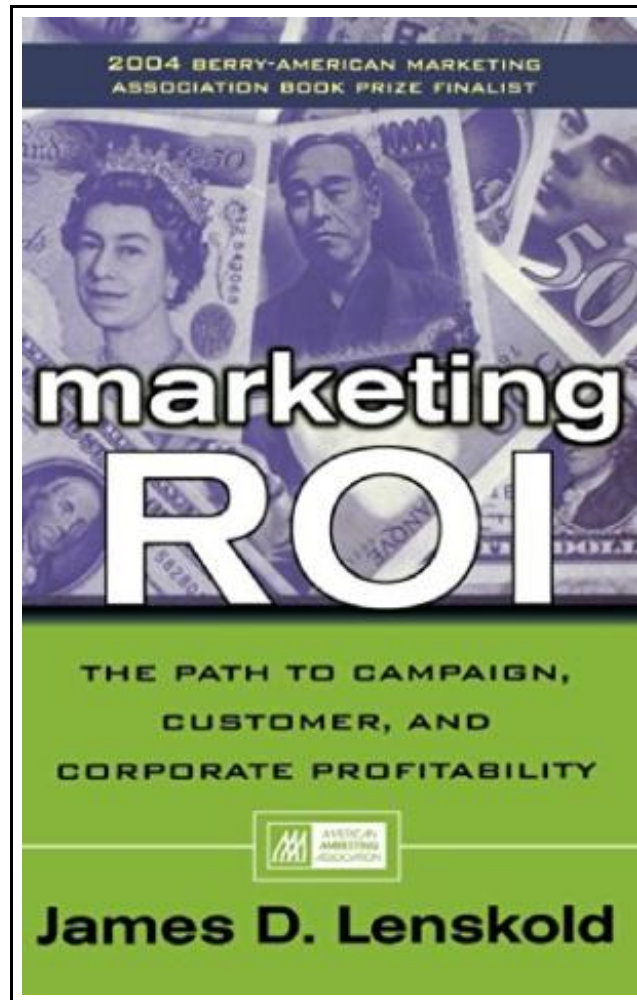


## Marketing ROI: The Path to Campaign, Customer, and Corporate Profitability



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## MARKETING ROI: THE PATH TO CAMPAIGN, CUSTOMER, AND CORPORATE PROFITABILITY



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McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, Marketing ROI: The Path to Campaign, Customer, and Corporate Profitability, James Lenskold, This is a 2004 Berry-American Marketing Association book prize finalist! 'This book is an indispensable, step-by-step guide to calculating what works and what doesn't in the notoriously difficult to measure areas of marketing and public relations. When a CEO wants to know what he or she got for their investment in marketing, the processes and formulas presented in Marketing ROI help get to the most credible answer possible. More importantly, marketers can now confidently eliminate waste from their budgets and improve productivity' - Tom Nicholson, Former Director Public Relations and Communications, Sears, Roebuck and Co.A powerful program for making every marketing dollar count by accurately measuring its impact on your company's bottom line Return on investment (ROI) is today's key business tool for measuring how effectively a company uses its assets, yet few marketing managers receive any ROI training at all. "Marketing ROI" changes that, showing marketing practitioners at all levels how to employ ROI and other financial tools to quantify their organizations' strategic marketing decisions and maximize the incremental profits generated by each dollar invested in their marketing programs.The first comprehensive, easy-to-follow guidebook on using ROI to improve the effectiveness of virtually any marketing program, this results-focused book provides step-by-step guidelines on how your organization can: align marketing measurements and goals with operational objectives; track marketing performance and provide feedback for improvements; and, include all decision makers in the success of its marketing program. For far too long, marketing efforts and expenditures have been seen as a world unto themselves that logically and logistically separate from labor, plant, and other more traditional costs. "Marketing ROI" presents a program for removing the veil of mystery from marketing efficiency...

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