



The Four Pillars of Profit-Driven Marketing: How to Maximize Creativity, Accountability, and ROI

By Theodore B. Kinni

McGraw-Hill. Hardcover. Book Condition: New. Hardcover. 240 pages. Dimensions: 9.1in. x 6.1in. x 1.0in.Each year, billions of dollars are spent on marketing endeavors. Unfortunately, the vast majority of the money disappears into thin air, and marketing executives are left wondering if any of it came back in the form of ROI. Why Because until now there has been no proven system for measuring marketing ROI. But as budgets tighten, marketing managers are feeling the pressure to come up with quantifiable results for every dollar spent. The ability to determine marketing ROI has long been desirable; now, it is critical. The Four Pillars of Profit-Driven Marketing is the first book to offer a practical, proven framework that helps marketers capture the metrics essential to determining ROI and use them to develop an overall marketing strategy based on accurate ROI figures. Inside, two marketing strategy executives at Booz and Company, Leslie Moeller and Edward Landry, reveal the 4 pillars of marketing, which help track ROI at every point in the ever-expanding and increasingly complex world of media platforms. Youll learn how to: Understand, classify, and choose Analytics Put the analytics to work with the right decision-support Systems and Tools Establish Processes that...



Reviews

Very beneficial to all category of folks. We have study and that i am sure that i will planning to go through yet again again in the future. Its been printed in an extremely straightforward way in fact it is just soon after i finished reading this pdf where actually changed me, alter the way i really believe.

-- Emmett Mann

Comprehensive information! Its this sort of great go through. It really is rally interesting through studying time. I am just quickly can get a satisfaction of looking at a created pdf.

-- Alexandra Weissnat

Related Kindle Books



Night Shivers Mystery Supernatural Tales of Mystery the Supernatural Tales of Mystery and the Supernatural

Wordsworth Editions Ltd. Paperback. Book Condition: New. Paperback. 464 pages. Dimensions: 7.6in. x 5.0in. x 1.3in.Moving, his candle was instantly extinguished, and in the very moment of being left in the darkness he saw, standing in the doorway, a woman, resembling her...



Shepherds Hey, Bfms 16: Study Score

Petrucci Library Press. Paperback. Book Condition: New. Paperback. 22 pages. Dimensions: 9.4in. x 7.1in. x 0.0in.Percy Grainger, like his contemporary Bela Bartok, was intensely interested in folk music and became a member of the English Folk-Song Society soon after his arrival in...



The Mystery at the Eiffel Tower Around the World in 80 Mysteries

Gallopade International. Paperback. Book Condition: New. Paperback. 129 pages. Dimensions: 7.4in. x 5.0in. x 0.4in.When you purchase the Library Bound mystery you will receive FREE online eBook access! Carole Marsh Mystery Online eBooks are an easy, effective, and immediate way to read...



Molly on the Shore, BFMS 1 Study score

Petrucci Library Press. Paperback. Book Condition: New. Paperback. 26 pages. Dimensions: 9.7in. x 6.9in. x 0.3in.Percy Grainger, like his contemporary Bela Bartok, was intensely interested in folk music and became a member of the English Folk-Song Society soon after his arrival in...



Magnificat in D Major, Bwv 243 Study Score Latin Edition

Petrucci Library Press. Paperback. Book Condition: New. Paperback. 70 pages. Dimensions: 9.8in. x 7.2in. x 0.3in.Bach composed the first version of this piece in 1723 using the key of Eflat major for the Christmas Vespers in Leipzig which contained several Christmas texts....



Coronation Mass, K. 317 Vocal Score Latin Edition

Petrucci Library Press. Paperback. Book Condition: New. Paperback. 56 pages. Dimensions: 9.6in. x 6.7in. x 0.1in.Otto Taubmanns classic vocal score of Mozarts Coronation Mass was first issued in the early 20th century and has become the standard edition in continuous use by...