

## **Measuring Marketing The 100 Essential Metrics Every Marketer Needs To Know Third Edition By John A A Davis**

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"Pressestimmen This book is a go-to resource for marketers looking to better measure the effectiveness of their efforts. The depth of information and approaches it provides helps professionals go beyond the 'usual suspects' we use for metrics, and challenges us to explore new methods for determining how well we're performing. Even better, many of the techniques shift our view of measurement from being a passive reporting tool to using it to be a more forward-looking tool for change. ?Lisa Bodell, CEO, futurethink; Author, *Why Simple Wins* There is a quote, attributed to Albert Einstein: 'Not everything that can be counted counts, and not everything that counts can be counted.' In this book of marketing metrics, John Davis provides a brilliant insight into the metrics that do count in marketing. Each metric is explained succinctly so that marketing managers can understand and apply them to their business in a practical way. In a world of disruptive technology and fast changing consumer preferences, knowing what should be measured and how it should be measured is critical. This book should be compulsory reading for all marketing managers who want to stay ahead of the competition. ?Professor Mark Farrell, Head, Graduate School of Business and Law, RMIT University, Australia Creating sustainable value is crucial for today's companies, and marketing plays a central role in this effort. With so many tools available, from traditional to digital and social media, as well as sophisticated sales organizations and new distribution channels, measuring performance can get quite complicated. John Davis's book, *Measuring Marketing*, is the perfect solution, offering clear descriptions and examples of how to measure the value contributed by the various marketing investments. *Measuring Marketing* is an excellent resource that every marketer and CMO should use. ?Hari Nair, Group Chief Strategy & Innovation Officer, Sime Darby, Kuala Lumpur Malaysia John has delivered a comprehensive, end-to-end view of how to measure and create value. His expertise and approach are increasingly critical for any business to remain competitive. ?Thomas McCabe, Chief Country Officer, USA, DBS Bank John Davis is a recognized expert in the field of marketing science. *Measuring Marketing* combines advances in the academic analysis of quantifying marketing impact together with deep industry insights to ensure application to today's marketing organisations and companies. ?Steve Leonard, CEO, SGInnovate, Singapore One variation of a managerial maxim goes that you can't manage what you can't count. John Davis has provided a cartograph of just how to do this. This book sits as comfortably on the aisle of financial analysis books as it does on the aisle of marketing books. ?Pakpoom Vallisuta, Chairman of The Quant Group; Board member of The Board of Visitors, Fuqua School of Business, Duke University Über den Autor und weitere Mitwirkende **John A. Davis** is Regional Managing Director and Executive Director, Asia - Duke CE. His career spans the academic and business worlds, as a senior executive and leader in both. He is the author of several acclaimed marketing books. John is a visiting professor at the International Olympic Academy in Olympia, Greece, and has also taught at University of Washington, UC Davis and Stanford University, and in partner programs with faculty from University of Chicago, INSEAD, Emory, Munich Business School, and the European Business School. John has also taught in dozens of executive education programs for leading companies, including: IBM, DOW Chemical, and Allianz. His research interests are in global brand leadership, marketing strategy, sports marketing, and marketing accountability. He received his M.B.A. from Columbia University and his B.A. from Stanford University.".

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