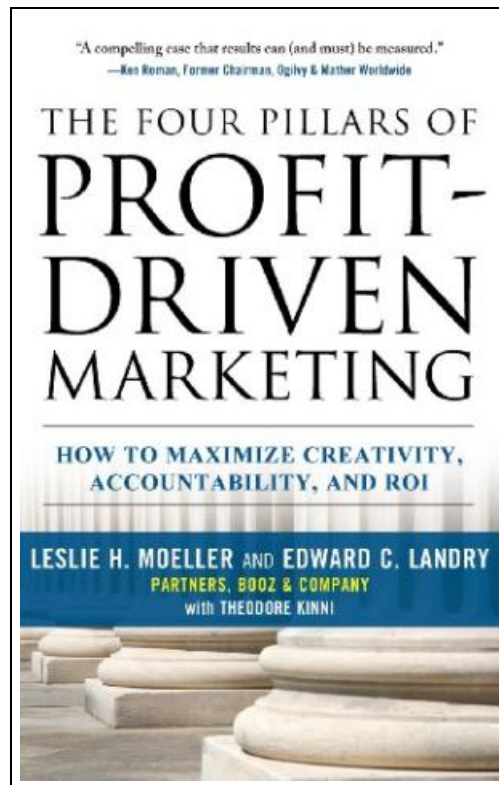


The Four Pillars of Profit-Driven Marketing: How to Maximize Creativity, Accountability, and ROI



Filesize: 7.31 MB

Reviews

*This sort of ebook is everything and made me hunting ahead of time and more. I am quite late in start reading this one, but better then never. I found out this publication from my dad and i suggested this publication to discover.
(Judge Mills)*

THE FOUR PILLARS OF PROFIT-DRIVEN MARKETING: HOW TO MAXIMIZE CREATIVITY, ACCOUNTABILITY, AND ROI



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. You'll learn how to: Understand, classify, and choose Analytics; Put the analytics to work with the right decision-support Systems and Tools; Establish Processes that integrate the analytics and tools into operations; Use Organizational Alignment to assure company-wide acceptance and execution of the system. To help get your marketing ROI initiative off to a strong start, the authors provide a simple six-step process you can follow, which is illustrated with a case study of the Kellogg Company. By successfully integrating analytic firepower, decision support, processes, and people development, you will optimize your marketing dollars, better connect with customers, and watch your returns grow dramatically. Finally, the mystery of marketing ROI is solved. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La...



[Read *The Four Pillars of Profit-Driven Marketing: How to Maximize Creativity, Accountability, and ROI* Online](#)



[Download PDF *The Four Pillars of Profit-Driven Marketing: How to Maximize Creativity, Accountability, and ROI*](#)

See Also



Learn the Nautical Rules of the Road: An Expert Guide to the COLREGs for All Yachtsmen and Mariners

Fernhurst Books Limited. Paperback. Book Condition: new. BRAND NEW, Learn the Nautical Rules of the Road: An Expert Guide to the COLREGs for All Yachtsmen and Mariners, Paul B. Boissier, Expert information for yachtsmen and...

[Save eBook »](#)



Becoming Barenaked: Leaving a Six Figure Career, Selling All of Our Crap, Pulling the Kids Out of School, and Buying an RV We Hit the Road in Search Our Own American Dream. Redefining What It Meant to Be a Family in America.

Createspace, United States, 2015. Paperback. Book Condition: New. 258 x 208 mm. Language: English . Brand New Book ***** Print on Demand *****.This isn't porn. Everyone always asks and some of our family thinks...

[Save eBook »](#)



Get Your Body Back After Baby

Triumph Books, 2009. Paperback. Book Condition: New. BRAND NEW, Perfect Shape, No Black Remainder Mark, Fast Shipping With Online Tracking, International Orders shipped Global Priority Air Mail, All orders handled with care and shipped promptly in...

[Save eBook »](#)



The Mystery on the Great Wall of China

Gallopade International. Paperback / softback. Book Condition: new. BRAND NEW, The Mystery on the Great Wall of China, Carole Marsh, Mimi, Papa, Grant, and Christina are headed to China in Papa's little red and white...

[Save eBook »](#)



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...

[Save eBook »](#)



A Smarter Way to Learn JavaScript: The New Approach That Uses Technology to Cut Your Effort in Half

Createspace, United States, 2014. Paperback. Book Condition: New. 251 x 178 mm. Language: English . Brand New Book ***** Print on Demand *****.The ultimate learn-by-doing approachWritten for beginners, useful for experienced developers who want to

[Read ePub »](#)



365 Games Smart Toddlers Play, 2E: Creative Time to Imagine, Grow and Learn

Sourcebooks, 2006. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Table of Contents Section One: Day-to-Day Life Chapter 1: Toddler Survival Tips Parent-to-Parent Bonding Stay Safe Just the Two

[Read ePub »](#)



Your Pregnancy for the Father to Be Everything You Need to Know about Pregnancy Childbirth and Getting Ready for Your New Baby by Judith Schuler and Glade B Curtis 2003 Paperback

Book Condition: Brand New. Book Condition: Brand New.

[Read ePub »](#)



On the Go with Baby A Stress Free Guide to Getting Across Town or Around the World by Ericka Lutz 2002 Paperback

Book Condition: Brand New. Book Condition: Brand New.

[Read ePub »](#)



Read Write Inc. Phonics: Blue Set 6 Non-Fiction 2 How to Make a Peach Treat

Oxford University Press, United Kingdom, 2016. Paperback. Book Condition: New. 205 x 74 mm. Language: N/A. Brand New Book. These decodable non-fiction books provide structured practice for children learning to read. Each set of books

[Read ePub »](#)