

Marketing Metrics The Managers Guide To Measuring Marketing Performance 3rd Edition

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Marketing Metrics (Farris et al.) is an indispensable reference book for marketers of all levels. I think it will also be of great value to marketing researchers on the agency side, who are often isolated from the actual marketing decision-making process.

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In essence, Marketing Metrics is a key reference for managers who aim to become skilled in both right- and left-brain marketing. I highly recommend it for all ambidextrous marketers. John A. Quelch, Lincoln Filene Professor of Business Administration and Senior Associate Dean for International Development, Harvard Business School xiv MARKETING METRICS

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