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"Marketers know that they must use metrics. The key--which this book addresses superbly--is which metrics to use and

how to use them." Erv Shames, Chairman, Western Connecticut Health Network; former President and CEO of Borden, Inc. and Stride Rite Corporation "50+ metrics crackles like new money...this is the best marketing book of the year."

Marketing Metrics: The Definitive Guide to Measuring Marketing

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Key Marketing Metrics The 50

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Key Marketing Metrics The 50

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Main Key Marketing Metrics : the 50+ metrics every manager needs to know, First ed. Key Marketing Metrics : the 50+ metrics every manager needs to know, First ed. Paul W. Farris , Neil T. Bendle , Phillip E. Pfeifer , David J. Reibstein

Key Marketing Metrics : the 50+ metrics every manager ...

Key Marketing Metrics is the definitive guide to today's most valuable marketing metrics to measure the results of your marketing. In this thoroughly updated and significantly expanded book, you will understand the pros, the cons and the nuances of more than 50...

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There are many metrics we keep an eye on -- number of website visitors, time spent on our page, number of new email subscribers, email open and click rates, number of social shares, etc. But there's only one that truly counts and is used to assess how our marketing is doing: how many people have signed up for a free trial of our sales software.

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70+ Metrics Every Marketer Needs to Know

Metrics are the foundation for any successful marketing strategy, but most companies fail to use many of these important metrics to calculate success or failure. Too often, companies focus heavily ...

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Neil Bendle & Paul Farris Key Marketing Metrics The 50 ...

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