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Aug. 2015 by Paul Farris (Author), Neil Bendle (Author), Phillip Pfeifer (Author), 4.5 out of 5 stars 34

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From a marketer's point of view, marketing is about building awareness, preferences, distribution, and

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other dimensions leading to sales. From the finance point of view, marketing is an expense. Finance executives ask: ‘ where is the value in marketing? ’

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Marketing Metrics The Managers To Measuring Marketing ...

Attempts to build marketing 's credibility cannot be based on metrics that managers do not use and are biased towards finding marketing 's effectiveness. Researchers should use metrics that are meaningful to non-researchers or, at a minimum, argue in detail why the metrics should be meaningful to non-researchers. ”

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