

Driving Superior Returns on Marketing Investments

Today's thorny marketing environment is characterized by media choice proliferation, audience fragmentation, marketing stagflation, and a daunting measurability divide. All of which has only exacerbated the age-old question—which, if any, of our marketing investments are contributing to long-term profitable growth?

The Marketing Accountability Imperative offers a hands-on guide for CEOs, CFOs, and marketing executives who must grapple with these complexities. Written by Michael Dunn, this ground-breaking book establishes the imperative for effective stewardship of marketing spending and the significant prize that awaits marketers and firms who pursue greater accountability.

The book identifies critical factors that define a program of effective marketing accountability and shows how to sort through the clutter of metrics, measurement, and analytic options. As the authors explain, recent technology and analytic advances have made it more practical to use a combination of historical modeling and go-forward experimentation to build an effective set of measurements that capture both the short-term sales response and the medium-term brand equity impact of any given investment.

Michael Dunn is CEO and chairman of Prophet and is responsible for overseeing the firm's strategy, client relationships, and people. He is the co-author (with Scott Davis) of *Building the Brand-Driven Business* from Jossey-Bass.

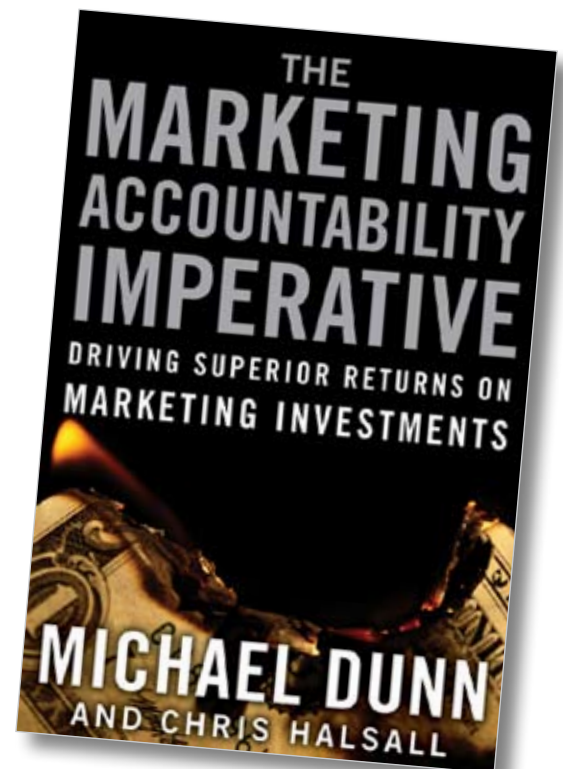
An informative read for anyone interested in the underpinnings of smart marketing. The Marketing Accountability Imperative is a comprehensive and real-life guide to connecting marketing to business performance.

—Frits van Paasschen, CEO, Starwood Hotels

Dunn's fresh take on one of the oldest dilemmas in marketing is a fantastic learning tool and a must-read for any CEO or board putting marketing capabilities at the center of a broader transformation agenda.

—Cameron O'Reilly, CEO, Landis and Gyr, and CEO, APN Media Group (Australia)

For more information on this book, Michael Dunn, or Prophet, please visit www.prophet.com.



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