

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

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Marketing metrics : The Definitive Guide to Measuring Marketing Performance/ Paul W. Farris ... [et al.]. p. cm. Rev. ed. of: Marketing metrics : 50+ metrics every executive should master. 2006. Includes bibliographical references and index. ISBN 978-0-13-705829-7 (hbk. : alk. paper) 1. Marketing research. 2. Marketing—Mathematical models. I. Farris, Paul.

~~Marketing Metrics: The Definitive Guide to Measuring Marketing~~

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