

Marketing Roi The Path To Campaign Customer And Corporate Profitability

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Built around a straightforward formula that can be adapted and implemented by organizations to match their own operational and financial requirements, "Marketing ROI" follows a three-step process for introducing, understanding, and implementing marketing ROI: Understand ROI Principles - Introduces key concepts for and the rationale behind marketing ROI; Build the ROI Formula - Explains techniques and examples for measuring marketing ROI and aligning measures with decisions; and, Applying ...

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Lenskold provides models to evaluate the expected return on investment (ROI) and profitability of marketing campaigns under consideration. The author rightly points out that the net present value (NPV) of gross margin - not revenue - is the basis for these calculations. Campaigns with an ROI lower than the cost of capital will be rejected.

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Return on investment (ROI) is today's key business tool for measuring how effectively a company uses its assets, yet few marketing managers receive any ROI training at all. Marketing ROI changes that, showing marketing practitioners at all levels how to employ ROI and other financial tools to quantify their organizations' strategic marketing decisions and maximize the incremental profits generated by each dollar invested in their marketing programs.

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Marketing ROI: The Path to Campaign, Customer, and Corporate Profitability Award-Winning Book Named one of the top 5 marketing books of 2004 by the American Marketing Association Foundation.

~~Marketing ROI Book by James Lenskold | Lenskold Group~~

Jim Lenskold and Hugh Macfarlane Jim Lenskold is President of Lenskold Group and author of Marketing ROI, The Path to Campaign, Customer and Corporate Profitability (McGraw Hill, 2003). The Lenskold Group (www.lenskold.com) offers consulting services in the area of strategic marketing, marketing ROI, customer relationships, customer profitability and market analytics.

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