



Marketing ROI: The Path to Campaign, Customer, and Corporate Profitability

James Lenskold

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ROI (Return on Investment) is today's key business tool for measuring how effectively money was spent--yet few marketing managers receive any ROI training at all. *Marketing ROI* changes all that, showing marketing pros at every level how to use ROI and other financial metrics to support their strategic decision making.

This comprehensive book details how an accurate working knowledge of ROI is essential for using the latest marketing measurements, and provides insights for gaining the greatest competitive advantage from the skilled use and understanding of ROI concepts.

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