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By Donald R. Lehmann and David J. Reibstein

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Examines the current focus on measuring marketing productivity, develops a metrics "value chain," outlines findings on how marketing actions and customer assets link to product-market and financial performance, and discusses methodological approaches and issues.

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- Sales Rank: #1892829 in Books
- Published on: 2006-12-01
- Released on: 2006-12-01
- Number of items: 1
- Binding: Paperback
- 92 pages

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Donald R. Lehmann is George E. Warren Professor of Business at the Columbia Business School. David J. Reibstein is the William S. Woodside Professor and Professor of Marketing at The Wharton School, University of Pennsylvania.

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