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By Paul W. Farris;Phillip E. Pfeifer

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50+ Metrics Every Executive Should Master. Paul W. Farris, Philip E. Pfeifer, Marketing and finance; The marketing metrics X-ray;
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<http://www.abebooks.com/book-search/author/david-farris/>

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Paul Farris of Darden School at UVA discussed 50+ Metrics Every Marketer Should Master. During this webinar, Farris reviewed the extraordinary range of metrics now
<http://www.tableau.com/marketing-metrics>

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Marketing Metrics: 50+ Metrics Every Executive Should Master by Paul W. Farris. Few marketers recognize the extraordinary range of metrics now available for
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<https://lumbangbuku.wordpress.com/2013/05/02/buku-11/>

Marketing Metrics: The Definitive Guide to -

The Definitive Guide to Measuring Marketing Performance Paul W. Farris. 3. 50+ Metrics Every Executive Should Master
<http://www.amazon.co.uk/Marketing-Metrics-Definitive-Measuring-Performance/dp/B004JOXE9C>

Marketing Metrics and Financial Performance- -

A new book out from Wharton School Publishing called Marketing Metrics, 50+ Metrics Every Executive Should "Marketing Metrics and Financial Performance
<http://knowledge.wharton.upenn.edu/article/marketing-metrics-and-financial-performance/>

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so every head of marketing should track it closely. Marketing Metrics: 50+ Metrics Every Executive Should Master, Paul W. Farris,
<http://matthewsonmarketing.com/2013/01/22/chapter-21-showing-results-romi-dashboardskpis-and-forecasting/>

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<http://www.marketingprofs.com/6/perla23.asp>

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<http://www.desirulez.me/threads/371261-Key-Marketing-Metrics-The-50-Metrics-Every-Manager-Needs-to-Know>

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