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Marketing Sales Roi: What Is It Good For? (Paperback)

By Pablo Turletti

Createspace Independent Publishing Platform, 2017. Paperback. Condition: New. Large Print. Language: English . Brand New Book ***** Print on Demand *****. In a business environment of constant transformation, companies risk getting lost in strategic moves that take them nowhere. Digital transformation, omnichannel markets, and constant change in technology and behaviors, are only some of the challenges managers are facing today. There is truth to this, but exactly how true is it for your organization? It is time to focus on accountable monetary results. Are you, or your company, prepared to do it? This book will help you reorient business processes aiming to prioritize the real economic value behind commercial campaigns, marketing projects, and all sorts of intangibles evaluation, from managing stakeholders to implementing sustainability programs. This results-driven methodology, once put into practice, returns executives and managers focus to ensuring that every activity yields measurable value and contributes to the success of the organization. Written by the same author of ROI Marketing: The New Performance Standard, this book describes a model with which you will be able to do an economic validation of projects prior to investment, generate predictive models, monitor monetary impact, and gather business intelligence that will improve processes...



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