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The Ten Immutable Laws of Marketing Measurement

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ABSTRACT

The world of marketing measurement has transformed dramatically over the past few years. Terms like marketing ROI, marketing dashboards, and brand scorecards are now the focus and quest for marketers who are looking to make smarter decisions regarding resource allocation. Though among all this progress, there remain 10 laws that are not only required but are unchangeable on the path to successful marketing measurement. Join Pat LaPointe, Managing Partner of MarketingNPV and author of "Marketing by the Dashboard Light: How to Get More Insight, Foresight, and Accountability from Your Marketing Investments" as he shares his insight and perspective on the 10 immutable laws of marketing measurement.

No paper was submitted for publication.

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