



Marketing Performance: How marketers drive profitable growth

Thomas Bauer, Tjark Freundt, Jonathan Gordon, Jesko Perrey, Dennis Spillecke

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Drive marketing ROI with an investor's mindset and a proven toolkit

Top marketers today don't shy away from financial accountability. In fact, they actively seek to account for the return on their companies' investments in marketing – because they want their budget to make a difference for their brands and for their business: more relevant messages, more effective campaigns, more satisfied customers, more profitable promotions, higher returns to shareholders. If this is how you think about marketing, this book is for you. It is a book for CMOs who adopt an investor's mindset, and it deals with the most pressing marketing performance questions.

This isn't a work of theory. This is a hands-on guide to better marketing for top managers, neatly packaged into ten concise chapters that are just right for a short-haul flight.

Learn how to:

- Increase sales with smarter fund allocation
- Reduce marketing costs without sacrificing effectiveness
- Strengthen the role of marketing with quantified ROI
- Build capabilities for sustainable performance improvements

Marketing Performance delivers expert insight, a wealth of proven success factors, and real-life case studies that will help you drive marketing performance and grow your business.



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