

This book provides a clear practical introduction to shareholder value analysis for the marketing professional. It gives them the tools to develop the marketing strategies that will create the most value for business. For top management and CFOs the book explains how marketing generates shareholder value. It shows how top management should evaluate strategies and stimulate more effective and relevant marketing in their companies. The original essence of the first edition has been maintained but obvious areas have been updated and revised, as well as, new areas such as technology have been addressed. The second edition of this book has been written by a ghost writer who has fully updated, enhanced and replaced statistics, case studies and other outdated content with the help of a select advisory panel, each of whom has acted as a subject expert, a guide and as part of a steering committee. The highly prestigious panels of contributors include: Jean-Claude Larreche – INSEAD Veronica Wong – Aston Business School John Quelch – Harvard Business School Susan Hart – Strathclyde Graduate Business School (SGBS) Michael Baker – Emeritus Professor SGBS Tim Ambler – London Business School Tony Cram – Ashridge

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