



# The Marketing Accountability Imperative: Driving Superior Returns on Marketing Investments

*Michael Dunn*

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## **The Marketing Accountability Imperative: Driving Superior Returns on Marketing Investments**

Michael Dunn

Making accountable marketing decisions to improve the efficiency of spending

In this practical guide, Prophet CEO Michael Dunn teams up with marketing effectiveness expert Chris Halsall to help marketing managers and CMOs make better marketing spending decisions and better evaluate the success or failure of these decisions. They show how to sort through the clutter of metrics, measurement, and analytic options, and provide the practical information needed to help establish the marketing accountability imperative--highlighting the critical need for more effective stewardship of marketing spending.

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