



Accountable Marketing: Linking marketing actions to financial performance

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Accountable Marketing is designed to be the definitive volume on the emerging role of accountability and performance metrics in marketing. Sponsored and developed by the Marketing Accountability Standards Board (MASB), it provides a multi-disciplinary, international perspective on this topic of critical importance.

Stewart and Gugel have curated the work of several leading marketing, finance and accounting professionals and academics on the topics of marketing accountability and financial reporting to create a volume that represents the best of MASB's work over the last few years. The book not only emphasizes the importance of accountability in the marketing function, but also creates a dialogue among academics and practitioners about the importance of marketing in driving consistent growth in the organization, and the ways in which improved methods for measuring and forecasting contribute to the effectiveness of these marketing activities.

This book marks the first-ever reference point for practicing professionals, faculty and students interested in marketing accountability, the development of standards for marketing reporting, and developing stronger linkages between marketing activities and outcomes, and the financial performance of the firm.

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Editorial Review

Review

Marketing science has empirically demonstrated the impact of marketing on business success. By promoting common standards and language, MASB is advancing the dialogue with finance about the value of marketing as an investment. MSI is pleased to be a charter sponsor of this effort. This must-read book provides a roadmap for the future of marketing accountability. –**Katherine N. Lemon, Boston College, USA**

After a number of years of hard work, the Marketing Accountability Standards Board has delivered on its promise: to get marketing and CMOs the kinds of measurement tools and empirical evidence that will get them seats at the table at the highest levels of organizations. Dave Stewart and Craig Gugel have curated a book that will be essential reading for all marketing managers and academics as well. –**Russ Winer, Stern School of Business, New York University, USA**

There is one group exclusively devoted to marketing measurement...predictive of financial return...and all marketers who are serious about meeting the accountability mandate should read this book and get involved. –**Bob Liodice, President & CEO, National Association of Advertisers, USA**

It is the most complex time in the history of advertising, yet the C-suite questions are simple: (1) "Do my marketing \$ drive growth and sales?" and (2) "Where do I spend my next marketing \$?" MASB's work, focused on the accurate and comparable measurement of marketing efforts, is advancing the industry to respond to these C-suite needs and to drive much needed growth. –**Gayle Fuguitt, President & CEO, The Advertising Research Foundation, USA**

This book not only lays the groundwork for new working relations between finance and marketing, it also documents the process of initiating fundamental change in the business community through collaboration across industry lines. Through MASB's efforts, we will soon have the measurement standards necessary for continuous improvement in financial performance. –**Rajeev Batra, Ross School of Business, University of Michigan, USA**

About the Author

David W. Stewart holds the President's Chair in Marketing and Law at Loyola Marymount University, USA. He is a former editor of the *Journal of Marketing* and the *Journal of the Academy of Marketing Science* and is the current editor of the *Journal of Public Policy and Marketing*. He is a co-founder and

current chair of MASB and has consulted for a wide array of corporations, government agencies, and not-for-profit organizations.

Craig T. Gugel is Assistant Professor of Advertising & Marketing Communications at Fashion Institute of Technology and President, CEO and Chief Research Officer of Gugelplex TV, Inc., USA. He is an advisory council member of the Marketing Accountability Standards Board and co-manages its Book Project team.

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