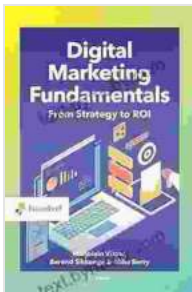


From Strategy to ROI: The Ultimate Guide to Measuring and Maximizing Your Marketing Impact

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by Marjolein Visser

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Language : English
File size : 32452 KB
Text-to-Speech : Enabled
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- Develop a marketing strategy that is aligned with your business goals
- Measure the effectiveness of your marketing campaigns
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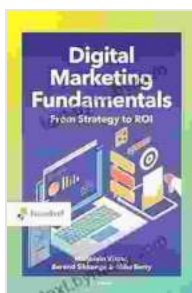
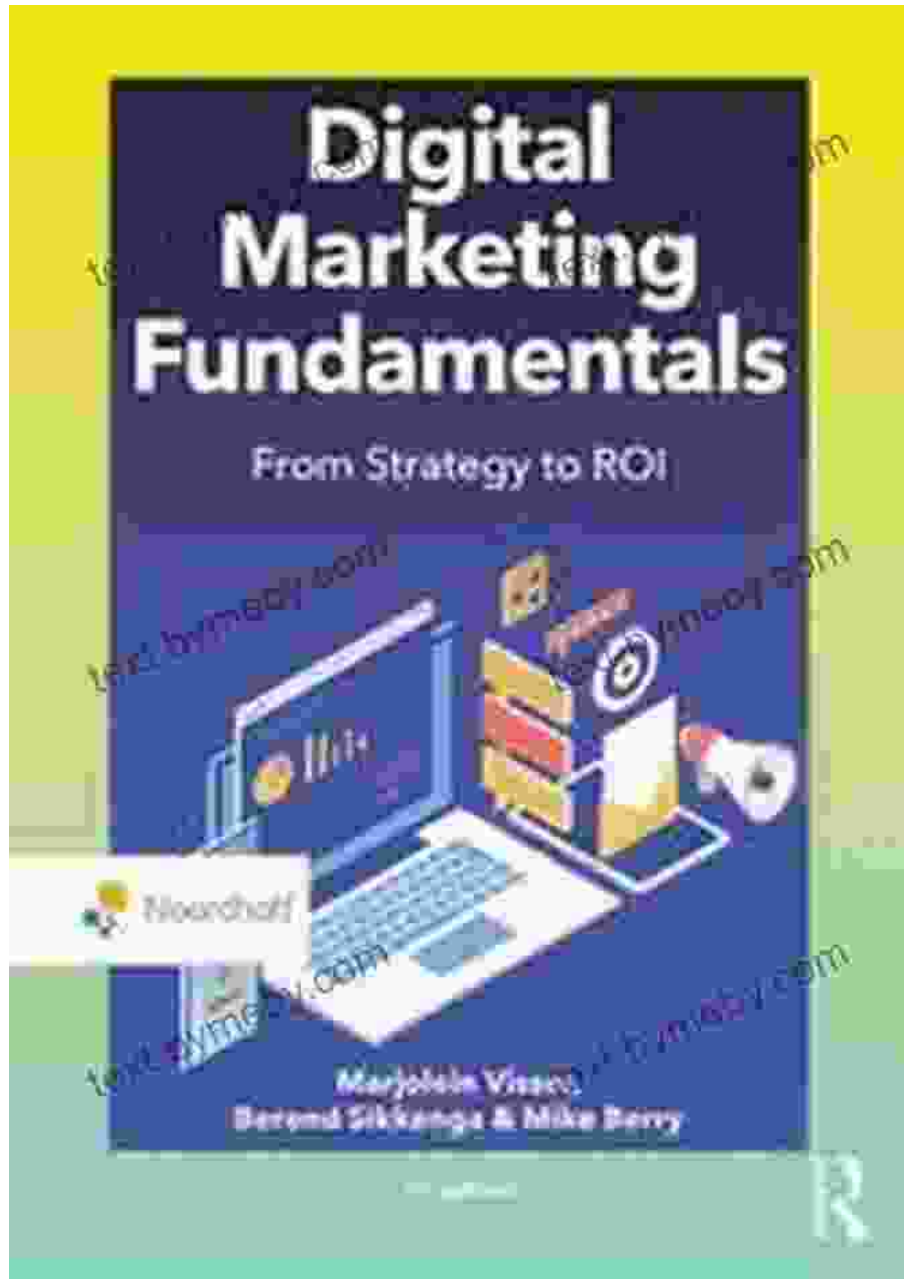
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About the Author

Dr. Dave Chaffey is a leading expert on marketing measurement and ROI. He is the co-author of the best-selling book Marketing Metrics and the founder of the marketing analytics firm Smart Insights. Dr. Chaffey has worked with some of the world's leading brands, including Coca-Cola, IBM, and Microsoft.

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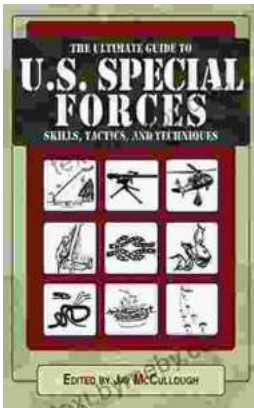
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