



JOHN DAVIS

MEASURING MARKETING

103 KEY METRICS
EVERY MARKETER NEEDS

Acknowledgments

The past few years have seen surging interest in measuring marketing performance from senior management and marketing managers. The challenge for management is knowing what to measure and how to measure it. Starting from an initial set of over 200 measures (and there are many others beyond this), 103 measures made the cut. It was not an easy decision because so many of the measures not included are useful, but usually in very specific, even unique, marketing situations.

Several people and organizations need to be thanked for their support during the writing of this book. Nick Wallwork, the John Wiley & Sons publisher, is a spark of supportive inspiration. Nick's team, including Janis, CJ, Pauline and Louise are a dynamic group that eagerly supported this project, in addition to others, on which I am working. Brickwork Consultancy provided research support for several metrics. Steinar Cramer was an editing marvel, helping with readability, ensuring narrative consistency and finessing subtle details. Many colleagues at Singapore Management University were supportive throughout: Annie Koh, Associate Dean of the Lee Kong Chian School of Business (LKCSB) and Dean of Executive Education at Singapore Management University (SMU), has been an enthusiastic cheerleader since day one; David Montgomery, former Dean of the Lee Kong Chian School of Business and the Sebastian S. Kresge Professor of Marketing Strategy, Emeritus at Stanford University Graduate School of Business has relentlessly hammered home the message of rigor with relevance; Jin Han, Area Coordinator for Marketing, leads SMU's marketing faculty and it is a pleasure to work with both him and so many talented colleagues. They are an exceptional group. Shashank Nigam, a bright and energetic undergraduate at Singapore Management University, deserves special recognition for his research support while also taking a full academic load, traveling around the world presenting papers at international competitions (winning, too!) and maintaining an unfailingly optimistic disposition under intense pressure. He is a future business leader to watch.