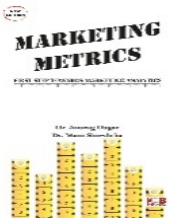

Marketing Metrics First Step Towards Marketing Analytics

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We are in the sales and marketing profession, and we hate number crunching. But we also realize its significance to succeed in this profession. So, we set out to write this book with the aim of making number crunching interesting and simple for sellers and marketers.

If you are a marketing student, professor, freshly minted marketing or sales professional, or a startup founder, and you loathe numbers, this book is meant for you. It will equip you with a set of marketing metrics that you need to know to make important decisions and crack interviews.

You will find only crisp and actionable knowledge in this book and no unnecessary jargons or theories? because just like you we don't like it either!

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About the Author

Dr. Anurag Dugar has more than 22 years of enriching experience in teaching, training and practice of Marketing. His teaching interests are Brand Management, Services Marketing and Consumer Behavior. His research is mostly in the area of Brand Management and Consumer Behavior. Along with a doctorate, he is also a qualified MBA (Marketing), PGDBM (Marketing) and Master of Commerce (Business Administration). He has been associated with IIM Shillong, IIM Bangalore, SIBM Pune, Goa Institute of Management, IIM Nagpur, IIM Trichy, IIM Bodhgaya, IIM Visakhapatnam, IIM Raipur, IIM Sambalpur and IIT Jodhpur.

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