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A new book from professors out of the Universities of Pennsylvania and Virginia is all about metrics, marketing metrics to be exact. The book is titled Marketing Metrics: 50+ Metrics Every Executive Should Master and authored by Paul W. Farris, Neil T. Bendle, Phillip E. Pfeifer, and David J. Reibstein. It is a type of cookbook with recipes for helping marketing managers or executives to design a scorecard, evaluate their business, or better assess market, competitive, and company trends.

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