



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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