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In Q1 2015, Google commissioned Forrester to understand the challenges marketers face in measuring marketing performance and how the most sophisticated marketers are responding to the emergence of in-the-moment decision-making and the need to measure, optimize, and prove the value of the related marketing efforts, an in-depth

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2.2 Core concepts in marketing performance management An important element in marketing performance measurement refers to the tools used in this process. We believe that the most popular such tools are the following: marketing performance indicators, marketing dashboards and marketing performance management systems.

THE "WHAT" AND "HOW" MANAGEMENT Sorina-Diana MONE Abstract.

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