



What Really Counts for Ceos: Connect the Dots Between Marketing Sales. Regain Control of Your Company s ROI. (Paperback)

By Gal S Borenstein

Borenstein Group, Inc., United States, 2008. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. It s a brave new world for CEOs; from print advertising to Web 2.0 social networks; CEOs of every sized company still have no idea which part of their marketing works, which part doesn t and what they should invest in to enhance their company s long-term success. Gal Borenstein s What Really Counts for CEOs, uncovers the key challenges CEOs face, and gives you the tools needed to treat marketing as a science. You will be asked to think differently, to ask the right questions to your marketing, sales and communication teams that will produce better answers that lead to meaningful metrics resulting in marketing outcomes that can be repeated and adjusted accordingly. In short, you will find out What Really Counts and make it work hard for your money.



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