

# Our post made my "Top 10" list for the past week on CustomerThink

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## **The Definitive Guide: Marketing Metrics & Analytics »**

This comprehensive guide shows marketers how to talk to CxOs about forecasting and reporting, and drive revenue by leveraging metrics that matter. With compelling graphics and real examples, learn the best practices for harnessing data to prove and improve marketing ROI.



### **Editor's Picks**

#### **Slow Death of the Funnel: Why Buyer Choice Matters to Revenue**

Tony Zambito

#### **Why you should avoid Social Media Marketing**

Dragan Mestrovic

#### **Rethinking the Behavioral Impact of Corporate Reputation and Image**

Michael Lowenstein

#### **Bad News: You're Not The Best Boss Your People Have Ever Worked For!**

Andy Hanselman

#### **The Digitization of Human Interactions: From Long Tail to Mass Disruption**

Brian Vellmure

#### **The implications of new channels for Customer Journey Mapping**

Andy Green

#### **How to generate that elusive emotional connection between your brand and your customers: Sainsbury's shows the way**

Maz Iqbal

#### **Purple Goldfish Hall of Famers Class of 2012**

Stan Phelps

#### **Consumer disloyalty: on the ascent?**

Vijay Dandapani

#### **Looking in the future of collaboration for greater customer loyalty & increased profitability**

Frederic Gilbert



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