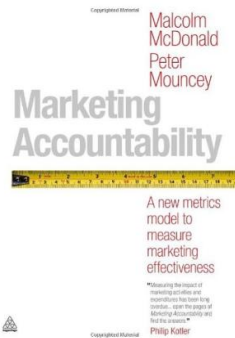


## Marketing Accountability: A new metrics model to measure marketing effectiveness



### Book Review

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**(Gunner Haag)**

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