

to members and friends of **MASB**

October 2010

DARDEN JOINS MASB

The University of Virginia (Darden) is the newest Charter member of MASB. Paul Farris and Brandt Allen will be joining our Directors & Advisors.

Paul is the Landmark Communications Professor of Business Administration (Marketing) <http://www.darden.virginia.edu/web/Faculty-Research/Directory/Full-time/Paul-W-Farris/#>. He has volunteered to lead the Common Language Wiki Project with Carl Spaulding, using his book *Marketing Metrics: The Definitive Guide to Measuring Marketing Performance* as the foundation for the kick-off of this important project.

The Common Language Project will serve to eliminate ambiguity and lack of referential integrity in marketing terminology which hinders the integration, effectiveness and efficiency of processes and data between functions within an organization, across organizational partners, as well as within and across the marketing industry and business communities.

Brandt is the James C Wheat, Jr. Professor of Business Administration (Accounting, Finance, etc) <http://faculty.darden.virginia.edu/allenb/bio.htm>. We will be exploring his Project/Team interests over the next few weeks.

The Marketing Accountability Standards Board (MASB) is the independent, private sector, self-governing body authorized by its membership constituency to establish marketing measurement and accountability standards across industry and domain, for continuous improvement in financial performance and for the guidance and education of business decision makers and users of performance and financial information.

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