

to members and friends of **MASB**

November 2010

UNIVERSITY OF COLOGNE JOINS MASB

As of January 1, 2011, Dr Marc Fischer will be representing our newest Charter member of MASB, the University of Cologne. You'll recognize Marc from his presentation at the 2010 Summer Summit: "What is Known about Methods of Brand Valuation." His expertise includes measurement & management of marketing performance, brand management and optimization of the marketing mix.

Marc's membership on behalf of the University of Cologne represents our 1st European B-School Member, and his knowledge of both the financial and marketing implications of valuing brands will add to the achievement of our Game Changing Projects (Brand Investment Model and Changing the Rules).

Founded in 1388, the University of Cologne (Universität zu Köln) is one of the oldest universities in Europe and part of the Deutsche Forschungsgemeinschaft, an association of Germany's leading research universities. The Management, Economics and Social Sciences Faculty is a member of the Community of European Management Schools (CEMS) and ranks among Europe's most prominent economics faculties.

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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