

## MASB: TACKLING THE LAST OF THE WILD FRONTIERS

“Marketing is one of the last of the wild frontiers in American business...but there is growing scrutiny and growing demand for greater accountability,

While manufacturing can quantify costs down to a fraction of a penny & project return on investments, marketing remains more of a dark science.

The problem of measuring marketing’s return is profound: unlike other segments of the corporation, where the language is unequivocally tied to the language of finance, marketing has very few common units of measurement-and fewer still that have been tied to financial performance.

The absence of well-accepted and uniform definitions of constructs, measures and processes within marketing has hampered the ability of the discipline to be a full partner in the strategic de-

isions of the firm. Much as operations was hampered by idiosyncratic processes and the lack of standards prior to the advent of the quality movement.

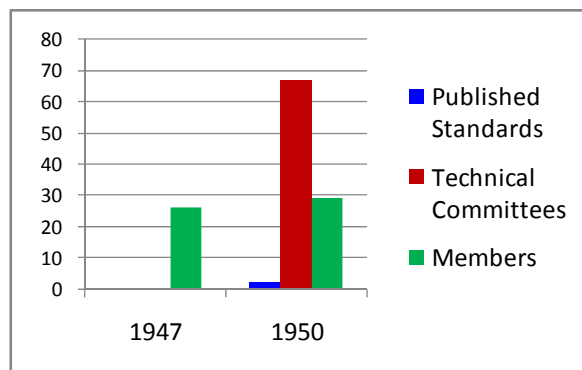
The development of generally accepted and common standards for measurement and measurement processes will significantly enhance the credibility of the marketing discipline, improve the effectiveness and efficiency of marketing activities, and enable continuous improvement over time.

MASB represents an important step in this journey to accountability. We invite you to engage in and contribute to this initiative.”

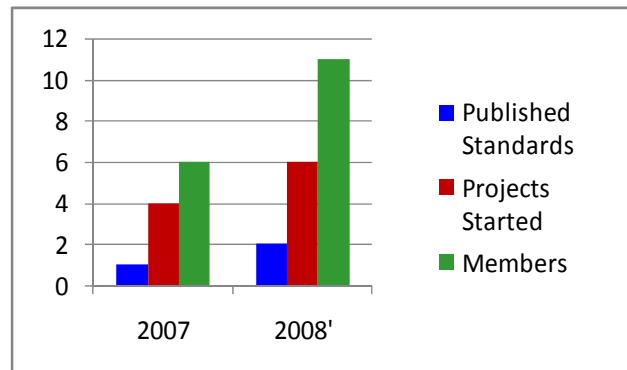
David Stewart, Dean  
A. Gary Anderson Graduate School of Management  
University of California, Riverside  
MASB Chair

## IN GOOD COMPANY

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MASB



## NEW BOARD MEMBERS

Joining the MASB Board are Dr Don Lehmann (Columbia University), Joel Rubinson (The Advertising Research Foundation) and Wes Nichols (Market Share Partners).

## UPCOMING EVENTS

MASB will hold its Summer Summit and Board meeting in Chicago August 14 & 15, 2008. Agenda to include: Review of the MASB Marketing Activities and Metrics Catalogue, Long-Term Impact, C-Level Outreach, Direct Marketing and The Street Projects; Guest speakers from ANA and Campbell Soup to further the dialogue regarding where Marketers stand in their journey to accountability, and from Microsoft to weigh-in on the MASB On-Line Project; Review of the MASB 3 year plan.

Website: [www.theMASB.org](http://www.theMASB.org)

Contact: [megblair@themasb.org](mailto:megblair@themasb.org)