


# Empirical Generalizations about Marketing Impact (Marketing Science Institute (MSI) Relevant Knowledge Series)


*From Marketing Science Institute*



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*Empirical Generalizations about Marketing Impact: What We Have Learned from Academic Research* surveys academic research to determine what we know about the impact of marketing activities on product and company performance. With over 80 contributions from leading marketing scholars, it summarizes current knowledge about the impact of marketing spending in 16 topic areas.

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#### Review

*Empirical Generalizations about Marketing Impact* is amazingly comprehensive. It runs the gamut from macro to micro forces acting on our markets, from tried-and-true marketing strategies to emerging marketing channels, and from stock market impact to individual consumer tendencies. It captures what we know about marketing science today and presents it in a fresh, easily understood format. -- --Delaine Hampton, Director, Upstream Innovation, Consumer Market Knowledge, The Procter & Gamble Company

Summarizes all we know about what works and what is myth in marketing based on meta-analyses from hundreds of rigorous studies. This is the uber FAQ for the evidence-oriented marketer and practicing marketing scientist. -- --Francois Christen, VP, Enterprise Marketing, Marketing Insights and Measurement, Wells Fargo & Co.

The most succinct, valuable, and readable inventory of what we know about the impact of marketing variables and the conditions under which they hold. Required reading for every executive concerned about the return on their marketing investments. -- --Yoram (Jerry) Wind, The Lauder Professor and Professor of Marketing, The Wharton School, University of Pennsylvania

#### About the Author

Dominique M. Hanssens is the Bud Knapp Professor of Marketing at the UCLA Anderson Graduate School of Management. From 2005 to 2007 he served as Executive Director of the Marketing Science Institute in Cambridge, Massachusetts.

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