



**For Immediate Release  
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***The American Marketing Association and MarketingNPV Announce the  
Meeting of the Minds Webcast Series:  
“Measuring and Improving the Return on Marketing Investments”***

**Chicago (October 12, 2009)** - The American Marketing Association, in cooperation with MarketingNPV, is bringing a new webcast series to marketer’s desktops, featuring an all-star cast on the topic of measuring and improving the return on marketing investments.

The *Meeting of the Minds* webcast series will feature a world-class group of professors from leading business schools, assembled to share their thoughts and observations from experience in the boardrooms and the classrooms of the world about how marketers can better demonstrate the value marketing creates for shareholders. Included are professors:

- Tim Ambler – London Business School, Author: *Marketing and the Bottom Line*
- Paul Farris – University of Virginia Darden School of Business, Author: *50+ Metrics Every Marketer Should Master*
- Kevin Lane Keller – Dartmouth Tuck School of Business, Author: *Strategic Brand Management*
- Don Lehmann – Columbia University Graduate School of Business, Author: *Managing Customers As Investments*
- Gary Lilien – Penn State Smeal College of Business; Author: *Marketing Engineering*
- Koen Pauwels – Ozyegin University, Istanbul, Turkey and Tuck School of Business, Dartmouth
- Dave Reibstein – Wharton School, University of Pennsylvania, Author: *Dynamic Competitive Strategy*
- John Roberts – Australian National University, London Business School
- Don Schultz – Northwestern University, Author: *Brand Babble*
- Raj Srivastava – Emory University, Singapore Management University

As a group, these prolific minds have authored many of the most read and respected marketing books and journal articles. All have been recognized as leading minds in linking marketing to shareholder value creation.

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Some have headed the *Marketing Science Institute*. Others have been editors at *Journal of Marketing*, *Journal of Marketing Research*, or other prestigious publications. Collectively, they have held Directorships with over 100 multinational companies and provided consulting advice and counsel to thousands of CEOs, CFOs, and CMOs across all industries in all corners of the world.

Each one-hour webcast will be in question & answer format, moderated by Pat LaPointe, managing partner of MarketingNPV and series creator. Audience members from around the world will be able to submit questions live and get their responses in real time.

### **About the Webcasts**

The monthly webcasts in the series will begin on October 28, 2009 and will continue through July 13, 2010. Topics to be covered in the first few months are audience measurement, marketing models, economic recovery marketing and marketing metrics. For a full description of each webcast, registration and up-to-the-minute information on the series, visit [www.marketingpower.com/meetingoftheminds](http://www.marketingpower.com/meetingoftheminds).

Additional dates and topics in the series will be announced as they become available.

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### **About [MarketingNPV](#)**

MarketingNPV is a highly specialized advisory firm that links marketing expenditures to financial value creation, providing continuous improvement in the effective and efficient allocation of marketing resources. The firm uses processes and tools tuned to measure the payback on marketing investments, track the right marketing metrics, and forecast the economic impact of changes in marketing strategy or tactics. MarketingNPV maintains the world's largest online archive of articles and resources focusing on measuring marketing, and publishes *MarketingNPV Journal* quarterly.

### **About the [American Marketing Association](#)**

The American Marketing Association is the largest marketing association in North America. It is a professional association for individuals involved in the practice, teaching and study of marketing worldwide. It is also the source that marketers turn to every day to deepen their marketing expertise, elevate their careers, and, ultimately, achieve better results. American Marketing Association members are connected to a network of experienced marketers nearly 40,000 strong.

American Marketing Association offers highly acclaimed Training Series, professional conferences, and Hot Topic events focused on the immediate needs of marketers, as well as trends shaping the future. American Marketing Association's website, [MarketingPower.com](http://MarketingPower.com), is the everyday connection to marketing data, articles, case studies, best practices and a robust job bank. Additionally, the American Marketing Association is the source for the field's top magazines and journals, including *Marketing News*. Through local and collegiate chapters, American Marketing Association members are connected with the best people and the best practices.

For more information on the [American Marketing Association](#) please visit [www.MarketingPower.com](http://www.MarketingPower.com).

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