
Marketing Accountability Standards

The MASB Book Project

September, 2012

Dave Stewart

Craig Gugel



**Marketing Accountability Standards Board
of the Marketing Accountability Foundation**

Issue

- **Over the Past 7 years MASB Has Generated Considerable Thinking, Perspectives, Presentations and Papers**
 - Most are in PowerPoint Form
- **These Are Generally Available on the MASB Web Site**
 - Some Incomplete
 - Some Accessible only to Members of MASB
- **Need for Building Awareness of MASB**
 - Broader Dissemination of Our Work
 - Collected in One Place as Stand Alone Volume
 - Marketed by Publisher
 - Promoted by Professional and Trade Organizations
- **Provides Outlet for Work**
 - Incentive/Motivation for Academics

Objective

The overall objective of this project is to create a vehicle that compiles the best of MASB work over time in a single place that is accessible to the general business and academic community. This project will produce an edited book based on MASB work.

Alternative Solutions

- There is really no alternative for the creation of a single summary volume that is available to the public other than a published book.
- One alternative for creating such a volume is for MASB to undertake to publish the book itself. However, MASB is not in the publication business. MASB can collaborate with a commercial publisher to produce such a volume.
- Much of the content of the book already exists in some form. David W. Stewart and Craig Gugel are willing to serve as editors of the book.
 - Assign royalties to MASB.
 - Contributors to the volume would need to agree to submit a chapter by an established deadline.
 - In some cases the content may be in finished form, e.g., a previously published paper. Such content could be used with the permission of the copyright holder (and would be subject to a use fee).

Expected Results

- **Provide a Rallying point for Those Committed to:**
 - **Greater Accountability in Marketing**
 - **Development of Standards for Marketing Reporting**
 - **Stronger role for Marketing in Firm's Strategic Decision Making**
- **Provide a Tangible Outcome of MASB's Efforts to Date**
- **Provide a Marketing Vehicle for MASB...Visibility for its Efforts**
- **Provide an Opportunity to Create Convergence**
- **Provide Cooperative Opportunities**
 - **individual contributors, editor, reviewers of & commentators**
 - **a vehicle for a special conference in advance of its publication**
 - **sponsored by ANA, MASB, MSI, AMA and/or other member orgs**

Progress to Date

- **Identified content and structure**
 - **Table of contents**
 - ~30 chapters
 - Structured to MASB Mission
 - **Publisher proposal drafted**
 - Potential publishers identified
- **Team met this morning to review next steps**
- **Invitations to contributors beginning**

Book Team Action Plan (September 2012)

- I. Frame-Up Project, open debate & approval by MASB Directors (December 2011)*
- II. Kick off Project (February 2012)
- III. Create Small Editorial Team (March-April)
- IV. Identify Content & Structure (March-July)
- V. Invite & Obtain Cooperation of Contributors (Aug - Nov 2012)
- VI. Identify Publisher (Dave - Nov 2012)
- VII. Submit proposal to publisher (Dave – November 2012)
- VIII. Draft Chapters Complete (November 2013)
- IX. Special Conference for dissemination & acceptance (w/other IA? – Feb 2014)
- X. Review Chapters & Invite Commentary (August 2014)
- XI. Final Drafts Complete (August 2014)
- XII. Publication (January 2015)

MASB Book Project Team

Leads: Dave Stewart (LMU)
Craig Gugel (Gugelplex TV)

Heroes: Mike Hess (Nielsen)
Kate Sirkin (SMG)
Mike Donahue (4As)
Don Sexton (Columbia)
V Kumar (GSU)
Leslie Wood (NCP)

Admin: Allan Kuse (MMAF Center)
Meg Blair (MAF/MASB)

Meet: Noon ET on the third Thursday of the month



Thank-you!



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