

Meeting Agenda: MASB Book Team (8/17/12)

- Briefly review outline of contents
- Discuss recruitment of contributors
 - Progress to date
 - How to invite and recruit

A Proposal for *Accountable Marketing:* *Linking Marketing Actions to Financial Performance*

This is a proposal for the publication of an edited volume of chapters that focus on the assessment of the success of the marketing function and the relationship of marketing and marketing activities to the financial performance of the firm. The contribution of the marketing function to financial performance necessitates an integration of marketing with accounting, financial performance, and financial management.

Proposed Outline For Book and Potential Contributors

- Table of Contents
- Preface (From Financial Engineering to Marketing Engineering for Shareholder Value)
- Section 1 - Introduction
 - Chapter 1 (Gugel)
 - The Accountability Imperative (Barnes, Blair, Sirkin and Stewart)
 - The Genesis of the Boardroom Project and MASB (Sirkin & Barns)
 - The MASB Vision (Blair)
 - Chapter 2 - Lessons from the Quality Movement/How Marketing Contributes to the Bottom Line (Stewart)
 - Chapter 3 – The Language of Marketing and Bottom Line Business (**Riskey**, Farris)
- Section 2 – Marketing Metrics
 - Chapter 4 – Awash in Measures (Reibstein, Farris)
 - Chapter 5 – Consumer Brand Preference/choice (Hess & Kuse)
 - Chapter 6 – Consumer Lifetime Value (Abens, Kumar)
 - Chapter 7 – The Persistence of Marketing Effects (Hanssens)
 - Chapter 8 – Measuring Marketing’s Long Tern Effects (Hess, Wood)
 - Chapter 9 – Social Media (**Sirkin**)
- Section 3 – The Relationship Between Marketing and Financial Performance
 - Chapter 10 – Marketing and Financial Performance (Sexton)
 - Chapter 11 – Need for Brand Valuation Standards (Liodice)
 - Chapter 12 – FASB Standards (**Bielstein**)
 - Chapter 13 – ISO Brand Valuation (**Scholz**)
 - Chapter 14 – Tax Implications of Reporting Marketing Outcomes (Moore)

(continued)

Proposed Outline For Book and Potential Contributors

- Section 3 – The Relationship Between Marketing and Financial Performance (cont)
 - Chapter 15 – Financial Reporting Principles (Pirie, Fischer, Mizik)
 - Chapter 16 – Principles of Brand Valuation (Sinclair, Tisor, Gregory, Primola)
 - Chapter 17 – Measurement-Based Accountability Standards & MMAP (Blair, Kuse, Stewart)
- Section 4 – Perspectives
 - Chapter 18 – ANA Perspective (Liodice)
 - Chapter 19 – AMA Perspective (Nancy)
 - Chapter 20 – MSI Perspective (Taylor & McAlister)
 - Chapter 21 – DMA Perspective (Johnson) (not engaged)
 - Chapter 22 – ARF Perspective (Barocci & Powers or next CRO)
- Section 5 – Implementation: Changing the Rules (Process Management)
- Chapter 23 – Navigating Barriers, Opportunity & Change (Blair)
- Chapter 24 – Aligning Finance & Marketing on the Role of Marketing (Reibstein)
- Chapter 25 – Organizing for Success (Primola and Stewart)
- Chapter 26- Partnering With Finance & Accounting (Farris & Allen)
- Chapter 27 – Driving Behavioral Change (Taylor & Lee)
- Chapter 28 – FASB Research Initiative (Bloomfield)
 - Chapter 29 – CFA Perspective (Pirie)
 - Chapter 30 - Global Perspective (TBD)
 - Chapter 31 – Other Perspectives (TBD)
- Chapter 32 – Conclusions/Summary
- About the Authors
- Appendix
- Index

Action Plan (August)

- 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 (attending summit meeting)

Leads: **Dave Stewart (UCR)**
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: 4th Thursday at Noon ET



Thank-you!



Marketing Accountability Standards Board
of the Marketing Accountability Foundation