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# Marketing Standards Project

## The MASB Book Project

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August 2012  
Chicago



**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.**

# 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**

# 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 (TBD)
- 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)

# 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 (TBD)
  - 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 – Other Perspectives (TBD)
- Chapter 31 – 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

**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 (MMAP Center)  
Meg Blair (MAF/MASB)

**Meet:** Noon ET on the third Thursday of the month

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# Thank-you!



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