
Marketing Standards Project

The MASB Book Project

Craig Gugel
Gugelplex TV
Director of the MASB
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Las Vegas



Marketing Accountability Standards Board
of the Marketing Accountability Foundation

Other MASB Projects

Project	Compilation of MASB Work (Book I) (Reporting)
Issue Addressed	Enormous amounts of MASB work exists in isolation/various forms
Project Objective	Compile MASB work in a single place, easily accessible to business & academia
Expected Outcome	Published volume summarizing the best of MASB's work to date
When	2015

Progress to Date

- Identified content and structure
- Identified contributors
- **Chapter outlines generated by contributors
(except a few)**
- **Generate proposal to publisher from outlines
(next step)**
- **Draft Chapters Due Nov. 2013**
- **(Publication in 2015)**

Chapters

- The MASB Imperative
- Need for Common Language
- Lessons from Quality
- Brand Preference
- Customer Life Time Value
- Persistence Effects
- Long Term Effects
- Social Media
- Marketing and Financial Performance
- Principles of Brand Valuation
- Reporting on Brands
- Tax Implications of Reporting
- The MMAP Process
- Navigating Barriers, Opportunity, and Change on the Road to ROMI
- Organizing for Success
- Driving Change
- Industry Perspectives
- Looking Forward

Tentative Organization

■ Introduction

- The MASB Imperative
- Need for Common Language
- Lessons from Quality

■ Measuring and Analyzing

- Brand Preference
- Customer Life Time Value
- Persistence Effects
- Long Term Effects
- Social Media

■ Reporting

- Marketing and Financial Performance
- Principles of Brand Valuation
- Reporting on Brands
- Tax Implications of Reporting
- The MMAP Process

■ Organizational Processes

- Navigating Barriers, Opportunity, and Change on the Road to ROMI
- Organizing for Success
- Driving Change

■ Going Forward

- Industry Perspectives
- Looking to the Future

MASB Book Team

Team Leaders



Dave Stewart
LMU



Craig Gugel
gugelplex TV

Team Heroes



Mike Hess
Nielsen



Kate Sirkin
SMG



Mike Donahue
4As



V Kumar
At Large



Don Sexton
Columbia



Leslie Wood
Nielsen

Admin



Allan Kuse
MMAF Center



Meg Blair
MAF/MASB

Team Meets: 4rd Thursday at noon ET



Thank-you!



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