
MASB Standards Project

The MASB Book Project Review & Status

**Craig Gugel
Gugelplex TV
MASB Advisor
Co-Lead Book Team
February 2015
San Antonio**



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

MASB Book I

Project	Compilation of MASB Work (Book I) (Stewart & Gugel)	
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	
		Strategy Review, organize & disseminate MASB relevant content into Chapters, and delegate the writing to MASB members who enjoy publishing.

MASB Book Milestones



El Frame-Up 12/11

Leaders & Plan 2/12

Action Plan 4/12 +

MASB Content 7/12

Contributors 11/12

Chapter Outlines 6/13

Pub. Proposal 7/13

Proposal to pubs 1/14

Publisher Chosen 6/14

Publisher

Contract now with Routledge Taylor & Francis.

Routledge is the world's leading academic publisher in the Humanities and Social Sciences. We publish thousands of books and journals each year, serving scholars, instructors, and professional communities worldwide.

Routledge is pleased to have acquired M.E. Sharpe, a well-established academic publishing company based in the US. With 36 journals and more than 1,000 books in Economics, Business, Political Science, Public Administration and other subject areas within the Humanities and Social Sciences, we now have even more solutions for your teaching and research needs.

Trade Organization Summary Chapter

- Requests sent out for topline points of view to the various trade organizations relative to the relationship of marketing to financial performance
- Due date: February 20, 2015
- Representatives contacted...
 - Earl Taylor – MSI
 - Arthur Tharpe – ANA
 - Nancy Costopulos – AMA
 - Sherrill Mane – IAB
 - Mike Donahue – 4As
 - Jasper Snyder – ARF
- Submissions received...
 - Earl Taylor - MSI

MASB Book Next Steps

- Obtain remaining chapters
- Edit and integrate chapters into cohesive book
- Work with other industry associations (MSI) in sponsoring special conference for dissemination & acceptance

MASB Book Team

Team Leaders



Dave Stewart
LMU



Craig Gugel
Gugelplex TV

Team Heroes



V Kumar
GSU



Don Sexton
Columbia



Leslie Wood
Nielsen

Admin



Allan Kuse
MMAF Center



Meg Blair
MAF/MASB

Team Meets: 4th Thursday at 2:00 ET



Thank-you!



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