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A new book out from  
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Master, identifies the pros, cons and tradeoffs associated with each metric. The book is by Paul Farris, Neil Bendle, Phillip Pfeifer and David Reibstein.

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Pennsylvania and Virginia is all about metrics, marketing metrics to be exact. The book is titled Marketing Metrics: 50+ Metrics Every Executive Should Master and authored by Paul W. Farris, Neil T. Bendle, Phillip E. Pfeifer, and David J. Reibstein.

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today's most valuable marketing metrics. In this thoroughly updated and significantly expanded book, four leading marketing researchers show exactly how to choose the right metrics for every challenge.

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His research focuses on marketing metrics and their link to financial consequences, competitive marketing strategy, market segmentation, brand choice, and product line breadth. He has been published in every major marketing

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defining, constructing, and using the metrics every marketer needs today. This second edition adds advice on how to measure emerging topics such as social marketing and brand equity, in addition to explaining indispensable marketing metrics

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The coverage of these metrics is too superficial to be of any use to any reader who is looking for more than the basics.

To summarize,  
"Measuring Marketing  
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