

**DECISION EQUITY: THE ULTIMATE METRIC TO
CONNECT MARKETING ACTIONS TO PROFITS**

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Key Marketing Metrics for Revenue and Profit Growth

Editorial Reviews. About the Author. Dr. Piyush Kumar is associate professor of marketing at Decision Equity: The Ultimate Metric to Connect Marketing Actions to Profits - Kindle edition by Piyush Kumar. Download it once and read it on your .

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The. Ultimate. Metric. to. Connect. Marketing. Actions. to. Profits. Piyush Kumar and Kunal Gupta In this new book, authors Dr. Piyush Kumar and Dr. Kunal Gupta.

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What is social capital measured in? Elements that can be included in the valuation of brand equity include but not limited to: Event method is applied to determine the stakeholder interest or value assessed in a brand before, during or after an event.

One perspective states brand equity cannot be negative, hypothesizing only Davis, Robert de Kluyver, Cornelis A. "The Multidimensionality of Brand Knowledge". A second perspective is that negative equity can exist, due to catastrophic events to the brand, such as a wide product recall or continued negative press attention Blackwater or Halliburton for example.

Cascade Engineering, for example, a private firm that does not need to file this book, we introduce Decision Equity as a breakthrough, overarching metric that can help free marketing managers from their existing mental models, and provide avenues to efficiently convert the vast amounts of data at their disposal into powerful information to make informed long-term and short-term decisions about products, customers, markets, and overall business health.