

# Foreword

For a number of years, a top MSI research priority has been to better understand the impact of marketing spending on performance. CMOs and other senior marketing managers need not only to improve the measurement and allocation of marketing activities, but also to justify marketing spending to others such as CFOs and CEOs. That this continues to be a high priority for MSI member companies is reflected by the fact that it is the number one research priority for the period 2008–10.

In this book, the eighth in our Relevant Knowledge Series, Dominique Hanssens of UCLA's Anderson School provides an invaluable service to the practitioner and academic communities by surveying academic research to determine what we know about the impact of marketing activities on product and firm performance. He is in a unique position to produce this book, both from his tenure as MSI Executive Director (2005–07) and from his vast research experience on estimating the impact of marketing spending at both the product and firm levels.

For the collection, Hanssens has surveyed academic experts across 16 different topic areas to provide general findings that have emerged over many years of academic research. Each contribution describes the empirical generalization, the evidence supporting the generalization, and the managerial implications. Of additional value are reference citations so that interested readers can obtain more details about the study and its findings. Taken together, the findings in *Empirical Generalizations about Marketing Impact* provide an outstanding summary of what we know about how marketing spending affects a variety of performance metrics.

This book is a “must read” for any practitioner or academic interested in what empirical research has to say about the impact of marketing on products and the firm. We are very pleased to add it to MSI's Relevant Knowledge Series, and we thank Dominique Hanssens for his outstanding contribution.

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