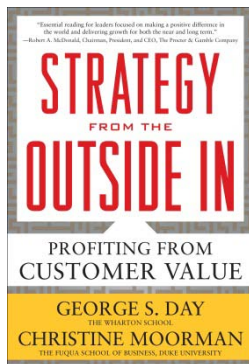


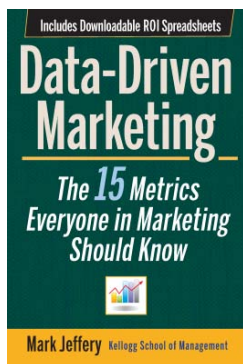
Foundation Announces 2011 Best Book in Marketing

CHICAGO, IL— October 30, 2011 -- The American Marketing Association Foundation (AMAF) announces *Strategy from the Outside In: Profiting from Customer Value* (McGraw-Hill) and *Data-Driven Marketing: The 15 Metrics Everyone in Marketing Should Know* (Wiley) as the co-winners of the 2011 Berry-AMA Book Prize for the best book in marketing.



Strategy from the Outside In, by George S. Day and Christine Moorman examines influential strategy ideas (shareholder value, core competence, and six sigma) that have lured companies into a dangerous internal focus, viewing the world from the inside out. As a result, companies lose sight of the market which leads to poor results over the long run. Inside-out thinking distracts companies from the core purpose of a business: to create and serve customers. Fulfilling that purpose can be done only by approaching strategy from the outside in. In this refreshing look at creating enduring business value, Day and Moorman challenge companies to shift their perspective. They demonstrate that companies that adopt—and fight to keep—an outside-in view focused on customer value have grown revenue, profit, and shareholder value through both boom-and-bust business cycles.

Day is the Geoffrey T. Boisi Professor and codirector of the Mack Center for Technological Innovation at The Wharton School, University of Pennsylvania. Moorman is the T. Austin Finch, Sr. Professor and founder and director of The CMO Survey at the Fuqua School of Business, Duke University.



Data Driven Marketing, by Mark Jeffery, combines cutting edge research, detailed case examples, and an engaging pragmatic writing style to show a clear pathway to convert marketing strategy into successful execution.

In this book marketers discover why more than 80 percent of companies don't make data-driven marketing decisions (and suffer for it), the 15 key metrics every marketer should know, how to overcome the five obstacles to data-driven marketing, in-depth examples of how to apply data-driven principles in small and large organizations, and how to use the 15 metrics to dramatically improve the performance of any marketing campaign and measure the Return on Marketing Investment (ROMI).

Jeffery is the Research Director of Technology Initiatives and Senior Lecturer in the Center for Research in Technology and Innovation at the Kellogg School of Management, Northwestern University and the Managing Partner of Agile Insights LLC, a marketing and technology consultancy, www.AgileInsights.com.

The following two books were named as finalists for the Berry-AMA Book Prize: *Persuasive Advertising: Evidence-based Principles* by J. Scott Armstrong (Palgrave Macmillan), and *The Right Sensory Mix: Targeting Consumer Product Development Scientifically* by Diana Derval (Springer).

The selection of the Berry-AMA Book Prize winner and finalists included a five member team of marketing experts led by Richard Lutz, jcpenny Professor of Marketing (University of Florida). The judging panel also included Erik Gordon (University of Michigan), Gordon Wyner (Millward Brown Inc.), and Valarie Zeithaml (University of North Carolina).

According to Lutz, this is the first time there are Berry-AMA Book Prize co-winners. The two winning books, *Strategy from the Outside In* and *Data-Driven Marketing*, while quite different in their level and approach, are remarkably complementary in what they offer the reader. In *Strategy from the Outside In*, Professors Day and Moorman make a cogent and compelling case for the value of a marketing perspective in the boardroom: “Outside-in” thinking is the hallmark of any truly customer-centric organization. In *Data-Driven Marketing*, Professor Jeffery does a masterful job of showing how to use key marketing metrics to actually implement strategic thinking; his integration of concepts, spreadsheets, and business cases yields a highly effective presentation. Readers who “bundle” these two books will find a useful synergy between the strategic-level discussion of *Strategy from the Outside In* and the nuts-and-bolts accountability of *Data-Driven Marketing*. The committee highly recommends reading these two excellent books in conjunction with one another.

The annual Berry-AMA Book Prize recognizes books whose innovative ideas have had significant impact on marketing and related fields. The prize is one of the AMAF’s programs designed to acknowledge academic and practitioner marketing excellence and is named in honor of Leonard L. Berry, a distinguished professor of marketing at Texas A&M University, and his wife Nancy F. Berry. Exceptional marketing books that have set the standard for excellence and that were published within the previous three years (2008, 2009 or 2010) were eligible for consideration to receive the 2011 Berry-AMA Book Prize. For additional information about the Berry-AMA Book Prize, please visit www.themarketingfoundation.org/berry_book_prize.

About the American Marketing Association Foundation

The AMAF champions the marketing profession by encouraging excellence and investing in marketing that benefits society.

For those who have benefited from a career in marketing, the AMAF is an avenue to give back to the profession in meaningful ways, including diversity initiatives, scholarships to nurture future leaders, and programs aimed at spreading knowledge within the growing nonprofit marketing arena.

For additional information please visit www.themarketingfoundation.org.

About the American Marketing Association

The American Marketing Association (AMA) is the professional association for individuals and organizations who are leading the practice, teaching, and development of marketing worldwide. Our principal roles are:

Connecting: The AMA serves as a conduit to foster knowledge sharing.

Informing: Providing resources, education, career and professional development opportunities.

Advancing: Promoting/ supporting marketing practice and thought leadership.

Through relevant information, comprehensive education and targeted networking, the AMA assists marketers in deepening their marketing expertise, elevating their careers and ultimately, achieving better results.

For more information on the American Marketing Association please visit www.MarketingPower.com.

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