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## Does It Work?: 10 Principles for Delivering True Business Value in Digital Marketing (Business Books)

*Shane Atchison, Jason Burby*

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### Does it Work?™

10 Principles for Delivering  
True Business Value in Digital Marketing

**SHANE ATCHISON | JASON BURBY**

Foreword by Sir Martin Sorrell, CEO, WPP

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**Shane Atchison, Jason Burby : Does It Work?: 10 Principles for Delivering True Business Value in Digital Marketing (Business Books)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Does It Work?: 10 Principles for Delivering True Business Value in Digital Marketing (Business Books):

2 of 2 people found the following review helpful. The digital landscape is rapidly changing, but the principles to work

and measure by in this environment remain constant. By The straight-forward title certainly suggests the central theme of the book, which is refreshing in a category where big ideas are frequent, but execution and actionable analysis are often left unexamined. The book is in part a practical guide, lending insight from numerous thought leaders throughout, and inspires action. And is also part reference for an organizational vision, covering topics such as fostering an innovative culture and encouraging professional development. Perhaps most appealing to the business-minded reader, each principle focuses on measurable results. In some cases, those results may not be "positive", but this (relentless) pursuit to quantify sets the foundation for identifying ways to improve. That honesty is present throughout the book, and speaks to the collective real-world experience of the authors and contributors shared in each chapter. Having worked in product development and business development roles for a wide range of digital businesses spanning start-ups to publicly traded companies, each chapter reminded me of the wide variety of challenges most organizations face. The principles and insights in this book can be applied to many, and perhaps most importantly, provide a framework for continual improvement that can be utilized personally and professionally. So, as a book, Does it Work? Yes. Yes it does. 0 of 0 people found the following review helpful. The answer to the ultimate marketing ROI question By Douglas N. Burdett [VIDEOID:224f660248eacd3ea7ed5a644ab0db22] Hi Irsquo;m Douglas Burdett, host of The Marketing Book Podcast and Irsquo;d like to tell you about the book Does It Work? 10 Principles for Delivering True Business Value in Digital Marketing by Shane Atchison and Jason Burby . So itrsquo;s no secret that marketing has changed a lot in the last few years and the pace of change is picking up. Just for some perspective, each year marketing technologist Scott Brinker produces a supergraphic of logos of nearly all the marketing technology products. In 2014 it had around 1,000 logos. In 2015 it had 2,000 logos. The 2016 version shows over 3,500 logos. One could draw a connection between that one example of the changing, overwhelming marketing landscape to the increasing confusion and paralysis of how companies should market themselves in the digital world. Companies are asking themselves what they should do. How they should do it. And how theyrsquo;ll even know if theyrsquo;re successful. If yoursquo;re in that situation, yoursquo;ll want to read this book. Because it will show you how to focus on whatsquo;s actually working so you can cut through todayrsquo;s marketing ldquo;fog of war.rdquo; In the book, the authors demonstrate how to separate the signal from the noise and focus on what is actually working. The book is broken down into just 10 key principles that will enable you to measure the data that really matters and launch the initiatives that actually pay off. If you've ever wondered if your digital marketing is working, this book will help you find out. And to listen to an interview with Jason Burby about Does It Work?, visit MarketingBookPodcast.com 2 of 2 people found the following review helpful. Current, smart, and fun - highly recommend By Dave Dugan Finally a business book written by the cool nerds. Smart and funny at the same time. The authors know their data and have the goods to back up their claims - "Risks of Lazy Targeting" section a particularly good example. The examples are current and fun and mercifully steer clear of the stale examples that usually show up in management books. If you like the idea of learning very relevant examples based on Richard Sherman, Pontiac ads on Craigslist, Groupon "success" tanking a local business, and #gettgngslizzerd (sic) this book is for you.

You can collect all the consumer data in the world, but it's not worth much if you aren't using it to move your business forward. Today, marketers and advertisers can do so much more than launch campaigns and hope for the best. Thanks to data, they can finally know what works and doesn't, and use that information to become more effective in the future. That's where this groundbreaking marketing guide comes into play. From POSSIBLE, one of the world's most successful digital marketing agencies, Does Your Marketing Work? reveals 10 easy-to-understand principles for building a highly creative organization that thrives on data. You'll learn how to set business goals, inspire great ideas, find the right people, measure what matters, and act on insight. The book explains how to evaluate everything from simple projects to long-term brand vitality--all the while keeping the field wide open for brilliant creative work.

From the Back Cover "As practical as a roadmap . . . it's a book that encourages leaps of imagination." --from the foreword by Sir Martin Sorrell, CEO, WPP "An exceptional guide on how to drive results and make a difference in the ever-changing marketing industry. The principles in Does it Work? on setting and tracking goals, executing on data-driven creative, and achieving business results, are applicable to a myriad of initiatives and will have a hugely transformative impact on how you do business." --Carolyn Everson, Vice President, Global Marketing Solutions, Facebook "Highly approachable, pithy, real and very engaging. The beauty of this book is that it's about marketing today, not just being a better digital person. Does it Work? is also perfect for any level of experience with actionable insights for strategy development and executional excellence. That combination makes it an ideal reference book, a mainstay in your marketing arsenal." --Kieran Hannon, CMO, Belkin International "Marketers continue to face a multitude of decisions around how, where, and when to engage with customers. The 10 principles Shane and Jason share can truly help marketers focus their efforts in the places that will drive their business forward." --Danielle Tiedt, Chief Marketing Officer, YouTube "A yellow brick road of thinking that can help leading marketers take on the fragile balance between the art and the science of digital marketing." --Michael Kotick, Brand Director, Nestle; Purina North America "In a world with an abundance of data, much of it free, it is remarkable that creativity and business

profits are primarily faith-based. Jason and Shane ride to our rescue in *Does it Work* with ten illuminating principles that will transform your ability to leverage the Big Data opportunity. As you go from zero to ten in the book, be prepared for your business to go from zero to glorious!" --Avinash Kaushik, Marketing Evangelist, Google Market Motive, and author of *Web Analytics 2.0* "Over the years, I've worked with countless marketers who try to measure everything just because they can. *Does it Work?* brings into sharp focus the only real metric that matters. By helping change the focus and conversation, Shane Atchison and Jason Burby are giving CMOs, CEOs and all shareholders THE standard against which every marketing decision should be evaluated." --Josh James, Founder and CEO, Domo

"How do you best take advantage of the ever changing opportunities that digital offers your brand to connect with your customer? *Does it Work?* provides principles on everything from setting goals, building teams, driving great creative and most importantly understanding actual business value to your organization." --Joanne Bradford, Head of Partnerships, Pinterest

About the Author  
Shane Atchison is global CEO of POSSIBLE, where he leads the company's long-term strategic vision of working with leading financial service organizations, consumer brands, start-ups, nonprofits, and community-based organizations, helping each realize the potential of the digital landscape and its impact on their business. Jason Burby -nbsp;As President of the Americas region, POSSIBLE, Jason is responsible for leading the long-term stability and growth of the region. Jason has 20+ years experience in digital strategy. He is a long-time advocate of using data to inform digital strategies to help clients attract, convert and retain customers. Jason supports our clients and employees in driving new engagements and delivering great work that works.