



Marketing in the Era of Accountability

By Les Binet, Peter Field



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Editorial Review

About the Author

Les Binet heads DDB Matrix, DDB London's in-house econometrics consultancy. He has worked for clients including Unilever, Heinz, Nestlé, Volkswagen, Kraft, Sony, AXA and Anheuser Busch. Les has won more IPA Effectiveness Awards than any individual in the history of the competition and helped design the IPA dataBANK. Peter Field led the account planning departments at Bates and Grey before becoming a marketing consultant. He also runs the Express Train training partnership and helped establish Eatbigfish, the challenger brand consultancy. Peter set up the IPA dataBANK and has written widely on learning from the case studies.

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