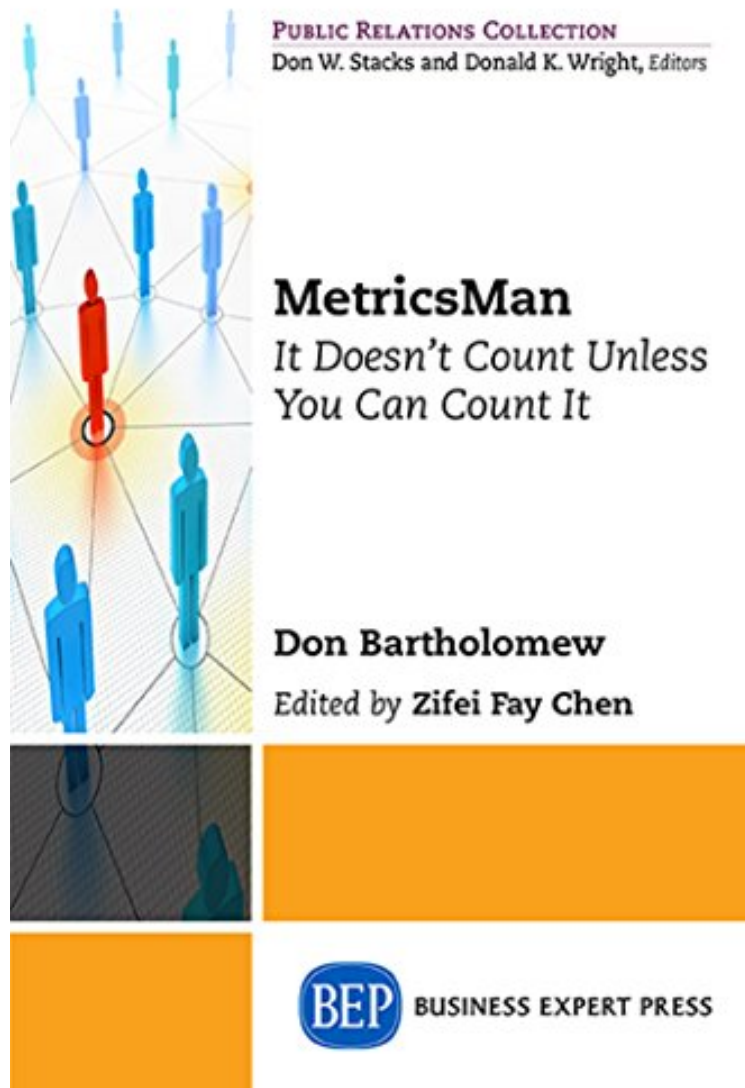


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# MetricsMan: It Doesn't Count Unless You Can Count It

*Don Bartholomew*

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MetricsMan presents opinions, insights, and best practices of public relations and social media research and measurement. It discusses the evolution of measurement, return on investment, the Barcelona Principles, social media measurement models, marketing mix modeling, the battle against advertising value equivalents, and establishing

accountability of the public relations profession. Through this book, public relations professionals will be able to set clear measurement goals and objectives, identify right from wrong in the metrics they use, and understand how to apply valid measurement models and frameworks in their practices. This book also provides valuable information for public relations educators and students to learn about the best practices of research and measurement in the industry.

**About the Author**The late Don Bartholomew was senior vice president, digital and social media research for Ketchum. He was a member of the Measurement Commission of the Institute for Public Relations. Don served as vice chair of the Social Media Measurement Group for the International Association for the Measurement and Evaluation of Communication (AMEC). During his tenure, he created the AMEC Social Media Measurement Framework with Richard Bagnall, which is a breakthrough for the industry. Don was a former adjunct professor at the University of North Texas, teaching mass communications research. He held a BS in industrial engineering and operations research from Syracuse University and an MBA from the University of Dallas. Zifei Fay Chen is a doctoral student and instructor of record at the University of Miami. She is the recipient of the inaugural Don Bartholomew Award for Excellence in Public Relations Research (previously known as the Ketchum Excellence in Public Relations Research Award) through which she worked at Ketchum Global Research and Analytics in the New York City during the summer of 2015. Chen previously worked in the marketing analysis and communications capacity at Fiserv in Atlanta, Georgia, and as a television news reporter and translator at Xinhua News Agency in Hangzhou, China.