

return on investment pdf

Return on marketing investment (ROMI) is the contribution to profit attributable to marketing (net of marketing spending), divided by the marketing 'invested' or risked. ROMI is not like the other 'return-on-investment' (ROI) metrics because marketing is not the same kind of investment. Instead of money that is 'tied' up in plants and inventories (often considered capital expenditure or CAPEX ...

Return on marketing investment - Wikipedia

Morningstar's Investment Policy Worksheet An Investment Policy Statement forces you to put your investment strategy in writing and commit to a disciplined investment plan.

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