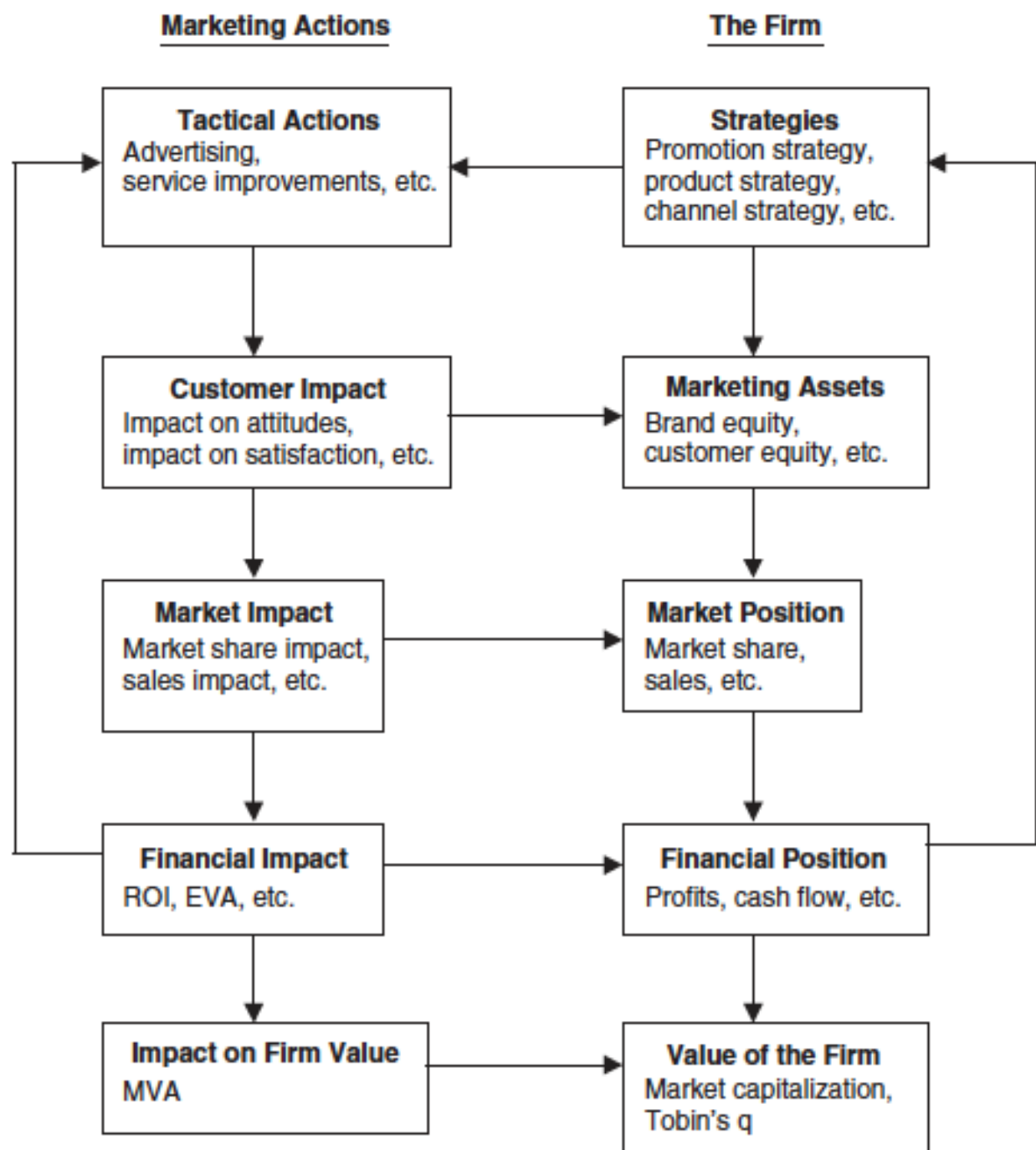


FIGURE 1
The Chain of Marketing Productivity



Source: Rust et al. (2004).

Notes: EVA = economic value analysis; MVA = marketing value analysis.