

Summary

Marketing effectiveness in shaping companies' market value

The thesis "Marketing effectiveness in shaping companies' market value" consists of six chapters. The thesis starts with a part that describes theoretical basis of building up the market value of economic organisations. They describe the concepts behind the development of marketing orientation in terms of the increase of the company value. In chapter two the concept of marketing and company market value is analysed. In this part the influence of market strategies on effectiveness and increase of the market value of the company is described. Chapter three describes the procedures behind the evaluation of the efficacy and effectiveness of the operative marketing in areas such as: marketing-mix, costs and budgeting of marketing and the tools to describe the efficiency and effectiveness. Chapter four is a presentation of the research conducted among managers and management seniors in medium and large companies. The main focus of the research was especially the relationship between marketing and sales, marketing finances, competence organisation and the influence of marketing actions on the company market value, customer loyalty, sales and change of the company market value. The responders were also describing the expected efficiency of the marketing actions and evaluated the return from the marketing spending. Chapter five presents the conclusions and recommendations from the research conducted. The last part consists of the ending findings and hypothesis verification.

Keywords: marketing, marketing effectiveness, marketing budget, brand management, value marketing, marketing investment, market value, marketing-mix.