



News release from **The Worshipful Company of Marketors**

Dec. 2004

Guide to value of marketing as future share indicator

‘This business is OK today but how well will it do in the future?’ is the question posed on the cover of a brief, research based guide to understanding one key source of shareholder value: Marketing.

The booklet, designed mainly for analysts and board members, advises companies to publish more information on customer-based marketing measures as an indication of brand strength and future performance.

Published by the City livery company for leaders in marketing, the Worshipful Company of Marketors, the recommendations contained in the paper are consistent with the DTI’s Company Law Review and the Accounting Standards Board’s proposals for disclosure of marketing measures in the Operating and Financial Review.

‘This booklet highlights investment in marketing - one of the most important indicators of future performance,’ said David Hanger of The Economist, Master of the Marketors. ‘If you dig deep enough this significant indicator can usually be found and the guidelines to best business practice all urge that such data at the very least should form part of the statement about a company’s health.’

For a copy of the booklet see the Marketors website: www.marketors.org.

E N D S

Word count: 185

Contacts and Background information/over....

Background to the Worshipful Company of Marketors

The Marketors' Livery Company is one of the modern Livery Companies of the City of London, having been granted full Livery status in 1978: it is 90th in the Roll of Livery Companies.

The Worshipful Company of Marketors - the City Livery Company for leaders in Marketing - works in the proud traditions of the City of London to influence the future of marketing.

The Company's Objectives are to:

- Promote marketing as a force for economic and public benefit.
- Encourage excellence in marketing education and practice
- Support the City of London and the Mayoralty
- Raise funds for and be involved in charitable work
- Foster fellowship and discussion among members.

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