

[illegible]

Orientacija

Measures of the dependent variable	Measures of the independent variable
<p>1. Marketing effectiveness, defined as the ratio of sales to advertising expenditures</p> <p>2. Marketing effectiveness, defined as the ratio of sales to advertising expenditures, controlling for the firm's advertising expenditures</p>	<p>1. Marketing expenditures</p> <p>2. Sales</p>

ZAKRES ETAPU I INWESTYCJI OBJĘTY POSTĘPOWANIEM PRZETARGOWYM