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## **THE ADVERTISING EFFICIENCY RATIO: A MARKETING AGGREGATE INDICATOR MODELING FOR A NOISY AND TURBULENT MARKET**

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### **Abstract**

This paperwork is trying to achieve some of theoretical and practical objectives concerning the “agility” concept: to make the differences operational, and to ensure the present surviving and the future development of economical activities in a, more and more, turbulent business environment. Also, the paperwork comes to display a genuine aggregate indicator “Advertising Efficiency Ratio”, special developed to help the market players to face – throughout their advertising process – the challenge of a noisy and, more and more, turbulent global market, having also in view the green marketing approach.

*Key words:* advertising assessment questionnaire, advertising efficiency, inquiry, turbulent global market

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