Please read Katsikeas, Morgan, Leonidou, and Hult (2016) in their article Assessing Performance Outcomes in Marketing propose a model of Marketing-Performance Outcome Chain. Critically discuss the model using appropriate theory, concepts and examples. Assessing Performance Outcomes in Marketing Research in marketing has increasingly focused on building knowledge about how firms’ marketing contributes to performance outcomes. A key precursor to accurately diagnosing the value firms’ marketing creates is conceptualizing and operationalizing appropriate ways to assess performance outcomes. Yet, to date, there has been little conceptual development and no systematic examination of how researchers in marketing should conceptualize and measure the performance outcomes associated with firms’ marketing. The authors develop a theory-based performance evaluation framework and examine the assessment of such performance outcomes in 998 empirical studies published in the top 15 marketing journals from 1981 through 2014. The results reveal a large number of different performance outcome measures used in prior empirical research that may be only weakly related to one another, making it difficult to synthesize findings across studies.