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Marketing Financial Services Second Edition

"In this second edition, Hooman Estelami solidifies his reputation as one of the foremost thinkers in the financial services sector. The book is indispensable for anyone working in the industry as it covers all aspects of consumer behavior, marketing strategy, and regulatory aspects of financial services."

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Financial Services Marketing 2e will help the student and the practitioner to develop a firm grounding in the fundamentals of financial services strategy, customer acquisition and customer development.

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The Financial Services Marketing Handbook: Tactics and ...

This revised edition of one of the classic texts in the area is timely and topical; key elements of marketing as they apply to financial services are clearly articulated and supported with practical illustrations. Building on extensive accumulated experience of the sector, Meidan and Dawes Farquhar provide students with a thoughtful and insightful treatment of the many challenges associated with fair and effective marketing for retail financial services.'

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About this book. The roadmap to success for financial professionals using real-world examples, practical how-to's, and a structured approach to marketing strategy and tactics that covers the basics for beginners and inspires new ideas for marketing pros. The Financial Marketing Services Handbook, Second Edition gives sales and marketing practitioners the practical tools and best practices they need both to improve

The Financial Services Marketing Handbook | Wiley Online Books

The first edition has become an industry-standard reference book and The Financial Services Marketing Handbook, Second Edition gives sales and marketing professionals even more of the information they need to stretch value from each marketing dollar.

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I've been using the first edition of this book as a text in my Marketing of Financial Services course and student feedback has been very positive. A common problem with industry-specific marketing texts is that they're really just Intro Marketing in disguise.

Amazon.com: Customer reviews: Marketing Financial Services ...

Source: "Financial Services Advertising in Eight Non-English Speaking Countries" The International Journal of Bank Marketing. Smith concludes that by employing relationship marketing techniques and creating open communication in the financial service industry, banks, investment companies, and other businesses can increase consumer trust and elicit psychological feelings of safety in the ...

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The roadmap to success for financial professionals using real-world examples, practical how-tos, and a structured approach to marketing strategy and tactics that covers the basics for beginners and inspires new ideas for marketing pros The Financial Marketing Services Handbook, Second Edition gives sales and marketing practitioners the practical tools and best practices they need both to improve their job performance and their retail and institutional marketing strategies.

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