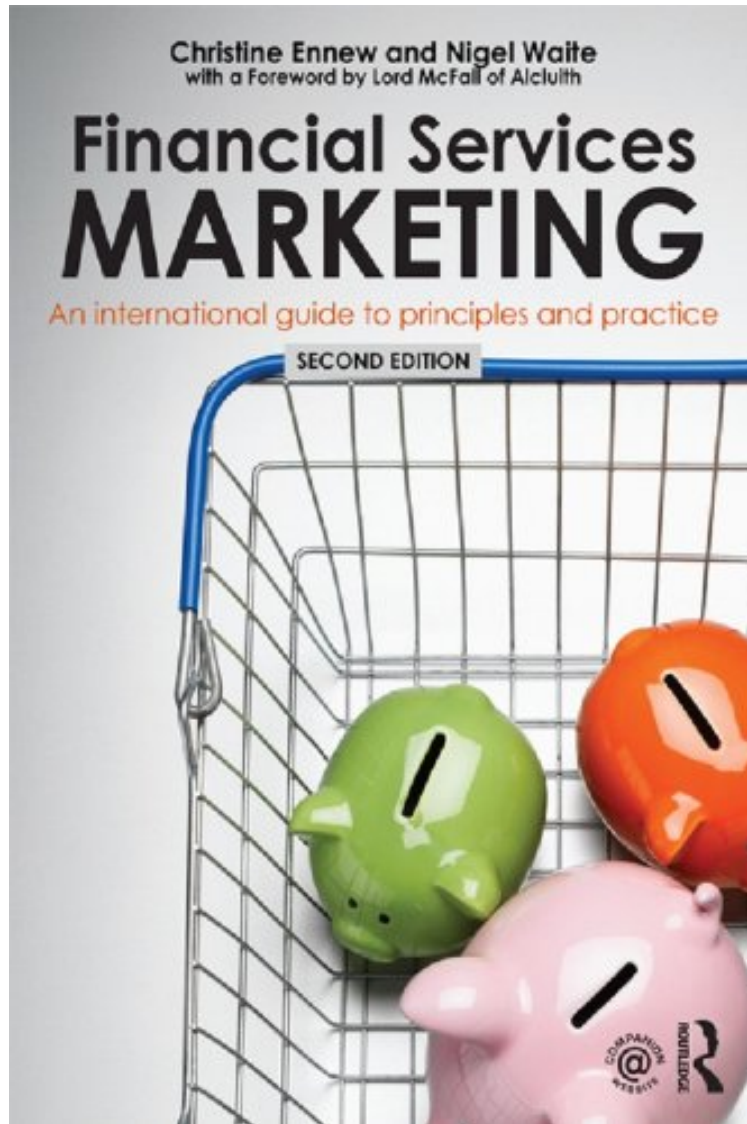


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Financial Services Marketing: An International Guide to Principles and Practice

Christine Ennew, Nigel Waite, Roisin Waite
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This new edition balances the theoretical and the practical for advanced undergraduates, those specialising in financial

services at postgraduate level, individuals undertaking professional courses such as those offered by the IFS School of Finance, and employees working within the financial services sector. Ennew and Waite draw from global business cases in both B2B and B2C marketing, taking a unique approach in terms of structure by splitting discussion between marketing for acquisition and marketing for retention. This fully updated and revised second edition features: A revised approach to the industry in the light of the global financial crisis, including ethical considerations, consumer confidence issues, and new approaches to regulation. New sections on e-commerce and its impact on customer relationships. New case studies and vignettes. A new companion website to support teaching, including PowerPoint slides, test bank questions, additional cases and cameo video mini-lectures. 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. Reflecting the realities of financial services marketing in an increasingly complex sector, it provides the most up-to-date, international and practical guide to the subject available.

'Much has changed in the financial services sector since this text was first published and the global financial crisis has had a substantial impact on developments. However, the sector remains extremely competitive and, consequently, marketing strategies are of primary importance for success. This book addresses the subject area thoughtfully and perceptively and is, without question, a key reference for students whether at university or within the financial services professions.' Stewart Falconer, Edinburgh Napier University, UK 'Few text books succeed so well as Financial Services Marketing 2e; in taking the reader on a global journey from marketing theory to business strategy and practice. The second edition, with additions on topics such as digital marketing and contemporary market research techniques, will surely make this one of the best-thumbed reference books a marketing professional or student could wish to have open on his or her desk.' Faye Lageu, Vice President, International Cooperative and Mutual Insurance Federation 'The 2nd edition of this book will be of tremendous benefit to all who study it, and it will aid understanding of the Financial Services Industry, allowing greater insight into its many complexities and issues. It will be of great assistance to those wanting a deeper understanding of an industry that affects all our daily lives.' Lord McFall of Alcluith 'Financial Services Marketing 2e; is a scholarly examination of the key topics within a fast-changing field. The book provides detailed discussion of current academic thinking coupled with real-world examples taken from global business.' Kathryn Waite, Heriot-Watt University, UK 'Theory and practice; it is the combination we look for when teaching financial industry professionals. Ennew and Waite, provide the perfect combination of applied principles for our students, enriching essential learning with real-world examples of marketing practice.' Dr Anthony Gandy, IFS School of Finance 'This new edition provides a comprehensive and welcome resource for researchers and practitioners of marketing of financial services. The book provides not only a thorough overview of the theory and practice of marketing, but also discusses the key drivers of marketing activity and the impacts on consumers, their financial well-being and that of society.' Dr Tina Harrison, Senior Lecturer, University of Edinburgh and Editor, Journal of Financial Services Marketing About the Author Christine Ennew is Provost at the University of Nottingham Malaysia Campus, ProVice Chancellor at the University of Nottingham and Professor of Marketing in Nottingham University Business School, UK. Nigel Waite is CEO of The Canford Centre for Customer Development, a specialist financial services strategy and research consultancy. He is also Honorary Professor of Marketing at Nottingham University Business School, UK.