

The Financial Services Marketing Handbook

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The Financial Services Marketing Handbook eBook by Evelyn ...

When we wrote the first edition of The Financial Services Marketing Handbook, our goal was to help codify financial marketing theory and practice as a training tool for both students and practitioners. We have been gratified by the response to the first edition, published in 2004 by Bloomberg

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Press: It has been adopted as a course text

THE FINANCIAL SERVICES MARKETING HANDBOOK

I highly recommend The Financial Services Marketing Handbook, Second Edition. It is both a valuable, comprehensive resource as well as a well-organized road map for financial services marketers to tap as they navigate their brands through the environmental and technological changes that our industry faces today.

The Financial Services Marketing Handbook. Tactics and

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The Financial Services Marketing Handbook The new issue of Financial Marketing Intelligence has a great article titled "Six Truths about Social Media in Financial Services." I particularly like the writer's take on integrated brand campaigns.

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"The Financial Services Marketing Handbook gives marketers and sales professionals the tools they need to survive and thrive, whether they are independent entrepreneurs or work within commercial banks, investment banks, credit card companies, hedge funds, mutual funds, insurance firms, and other financial institutions."--Jacket.

The financial services marketing handbook : tactics and

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The Financial Services Marketing Handbook gives marketing and sales professionals the information they need to produce maximum value from each marketing dollar. Anyone in the financial industry can benefit from this book, from senior The financial industry is under constant pressure to improve profits, attract and retain high-value clients, and maintain brand equity.

The Financial Services Marketing Handbook: Tactics and

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This is a good basic book for newcomers to marketing in the financial services industry, but veterans will find it less valuable. getAbstract recommends it to novice marketers or to those working in financial service firms' non-marketing areas (such as operations, shareholder services or sales) who want a marketing briefing.

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techniques that produce results. [Evelyn Ehrlich; Duke Fanelli] -- 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 ...

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