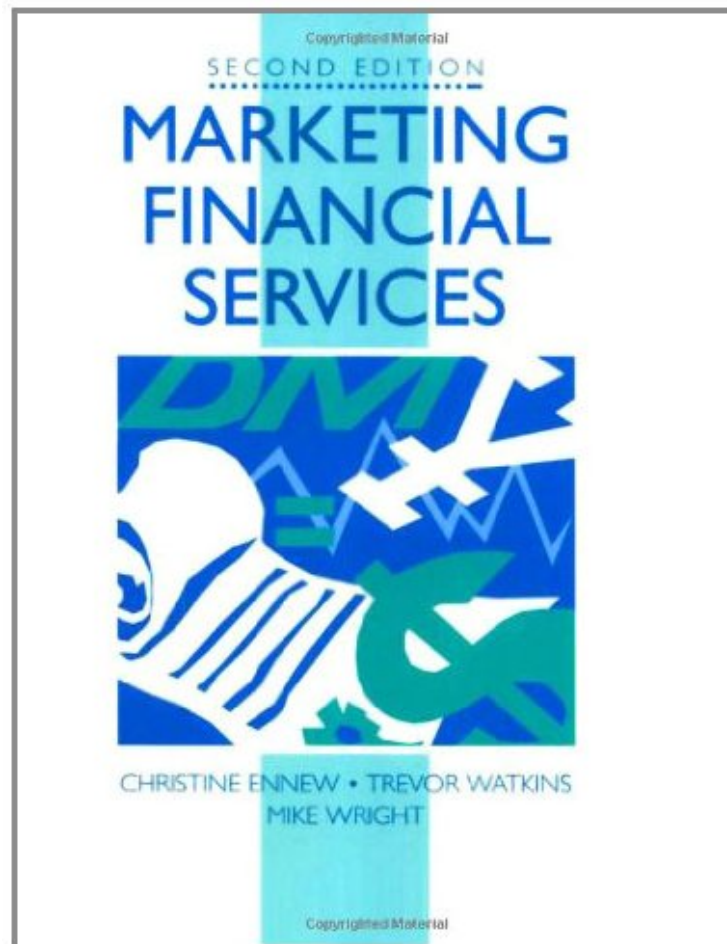


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## Marketing Financial Services (Marketing Series)

*Mike Wright, Trevor Watkins*

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**Mike Wright, Trevor Watkins : Marketing Financial Services (Marketing Series)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Marketing Financial Services (Marketing Series):

8 of 8 people found the following review helpful. Fine introduction and a convenient resource book. By Customer There are simply not enough good books that capture the nuances of Marketing Financial Services. We are fortunate that one (if not the only) book in this field is as well written and educational as this. While Financial Services face the same challenges as conventional products, there are difficulties and challenges unique to the industry. Considering the size and momentum of the world's financial markets, you would think there would be more attention paid to this field. Ennew and her group carefully walk you through all the major categories of banking and financial services. That being said, there are areas where the book might not sit well with many readers. Most of the data is UK centered. One might have to look for another source to learn more about marketing financial services and products in a global scenario. The book probably did not explore the value of BRANDING in the financial services industry with the depth it could have. However, this is a fine introduction for novices and a convenient resource book

for old hands. 2 of 2 people found the following review helpful. too academic for practitioners  
By A Customer  
This is a fine academic text but of limited use to practitioners. Having taught financial services marketing for many years, I have found this book lacks real-world applications. In addition, its focus is primarily UK based.

Within a practical business context of the changing, competitive climate, this book details the implications for marketing strategy. New chapters cover topics such as credit cards and customer care, while several relevant case studies have also been added. Combining analysis of principles, concepts and techniques with sound practical advice, 'Marketing Financial Services' is ideal for students on degree and postgraduate courses, including Chartered Institute of Bankers. There is also a tutor resource pack to accompany the case studies in this textbook.

`For those whose main interest is financial product marketing, **MARKETING FINANCIAL SERVICES** is excellent. It is aimed particularly at students taking a CIM or CIB course, but deserves a wider audience altogether.' **PUBLIC RELATIONS**