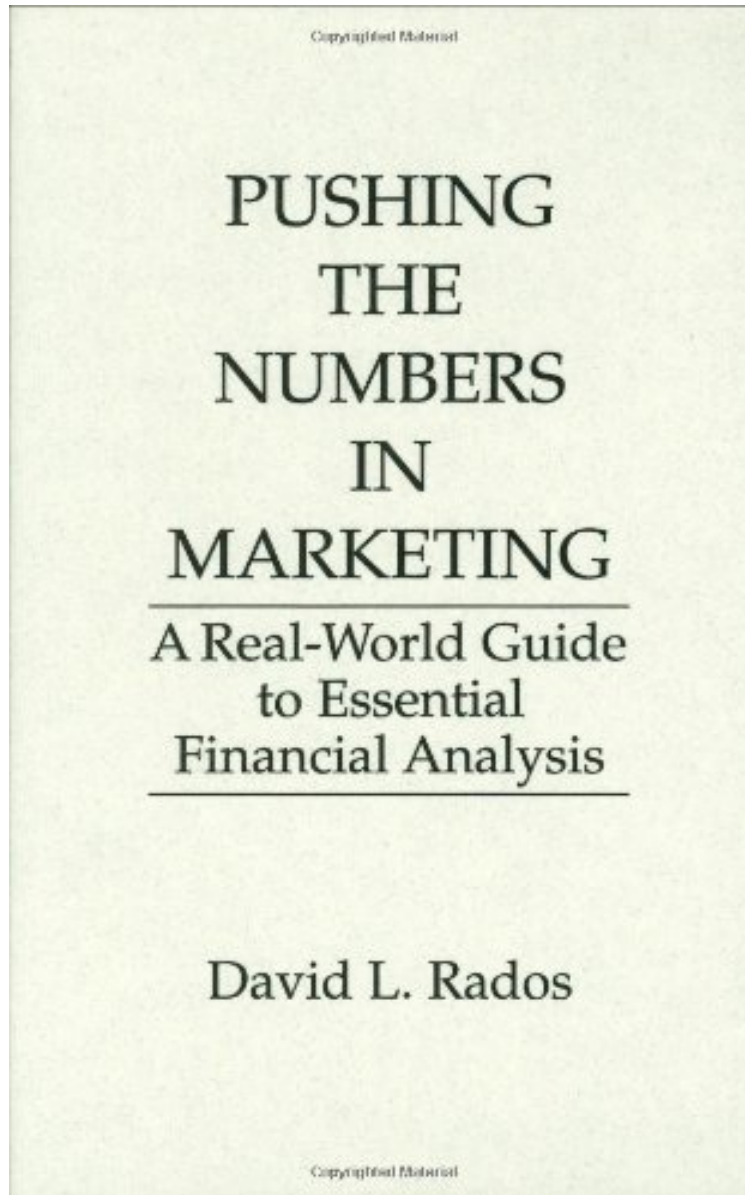


Pushing the Numbers in Marketing: A Real-World Guide to Essential Financial Analysis

David L. Rados

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David L. Rados : Pushing the Numbers in Marketing: A Real-World Guide to Essential Financial Analysis
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in Marketing: A Real-World Guide to Essential Financial Analysis:

This book covers in vivid, clear prose the basic accounting tools that marketers need to develop profitable marketing programs: costs, marketing arithmetic, marginal analysis, and contribution accounting. It is thorough and up-to-date, and has a hard-as-nails practicality to it. The book is packed with examples that are both fascinating and illustrative of the author's points. After a short treatment of the uses and limitations of microeconomics to the practicing marketer, the book develops in detail two key ideas from microeconomics--costs and marginal analysis. Each is explained fully with illustrations and advice on how to use the idea. For readers who want to increase their mastery of the material, there are some seventy problems with complete answers at the end of the volume. This is a solid book for marketers and would-be marketers who want to increase their competence on the job.

"Although targeted at marketing executives and students of marketing, the concepts have broader applicability--thus practitioners and students in other areas of management could profit from reading this book."--Choice? Although targeted at marketing executives and students of marketing, the concepts have broader applicability--thus practitioners and students in other areas of management could profit from reading this book.?--Choice About the Author DAVID L. RADOS is Professor of Marketing at the Owen Graduate School of Management, Vanderbilt University. He has taught graduate students at Harvard, Columbia, and Vanderbilt and at universities in Australia, Tanzania, and England. He is a popular speaker and has run successful executive seminars for clients and universities on three continents for over twenty years. He has written three books, including a best-selling book on nonprofit marketing (Auburn House, 1980), and many articles on marketing. He has consulted for such companies as Scott Paper, ATT, the Girl Scouts of America, and the New York Port Authority. He has served as a director of a machine equipment company and an expert witness in patent litigation.