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"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." (Russell Winer, Chair, Marketing Department, Stern School of Business, New York University) "Marketing Financial Services is not only an excellent text for the course, but can serve as a reference to be used frequently well after the course work is completed." (Alison Munsch, Principal, Insights For Actions Research) "Both finance and marketing have been transformed in the turbulent present. Estelami's book notes these changes while emphasizing the core elements of both disciplines. Anyone, student, academic, or practitioner, will gain useful theoretical and practical insights from this book." (Arthur Kover, Consulting Director at HCD Research Inc., Management Fellow at Yale University, and former editor of the Journal of Advertising Research) "Estelami takes a strategic perspective to marketing while at the same time differentiating among strategy, tactics and policies. This is an insightful and highly informative book and one that is a must read for anyone involved in financial services." (Kent B. Monroe, author of Pricing: Making Profitable Decisions) This book provides a scientific approach to the practice of marketing financial services. The book approaches the topic from the perspective of the customer. Research findings related to consumer psychology and human decision making provide the foundation for a structured approach to understanding how individuals make their financial decisions. Drawing from this analysis, the book establishes successful marketing practices for advertising, distributing, and pricing financial products and services. In addition, the book provides a detailed outline of regulations affecting marketing practices, and discusses tactical and strategic tools used by financial services companies to penetrate the market. The book has been developed for use by individual readers eager to gain in-depth training on the topic on their own, and for classroom use by instructors in business schools at the MBA, undergraduate, and executive levels. Hooman Estelami is a full professor of marketing at Fordham University in New York. He received his Ph.D. in marketing from Columbia University, and has served as a consultant to several leading financial services companies. Dr. Estelami is the associate editor of the Journal of Product and Brand Management, and has

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published dozens of articles, research reports, and book chapters on topics relating to financial services marketing, pricing, customer service management, and buyer behavior. He has received several national awards for his research and teaching, and his work has been published in journals such as Journal of Financial Services Marketing, Journal of Retailing, Journal of the Academy of Marketing Science, International Journal of Research in Marketing, Journal of Business Research, Journal of Service Research, and Journal of Services Marketing. He is also the author of Marketing Turnarounds: A Guide to Surviving Downturns and Rediscovering Growth.