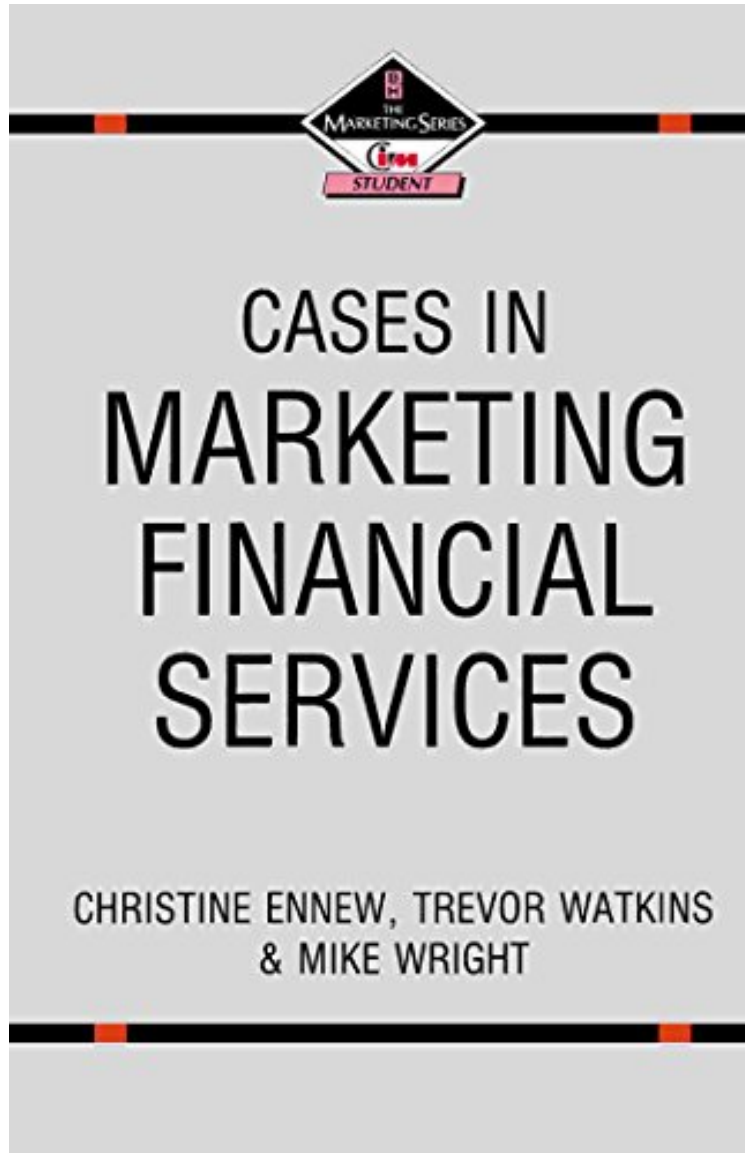


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Cases in Marketing Financial Services (Marketing Series: Student)

*From Butterworth-Heinemann
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Cases in Marketing Financial Services presents several cases from different countries relating to the marketing of financial service. The book tackles both strategic and tactical marketing issues, and then covers a wide range of

institutions and markets. The text will be of great use to professionals in the financial service industry.