

[Read free ebook] Marketing Finance

## Marketing Finance

*Keith Ward*

*audiobook / \*ebooks / Download PDF / ePub / DOC*



DOWNLOAD



+

READ ONLINE

#1961148 in eBooks 2012-05-31 2012-05-31 File Name: B0089LOKF8 | File size: 22.Mb

**Keith Ward : Marketing Finance** before purchasing it in order to gage whether or not it would be worth my time, and all praised Marketing Finance:

0 of 0 people found the following review helpful. Smart integration for a new marketing focusBy CarlosThis is a very interesting book that introduce marketing strategy development under the focus of economic value or shareholder value creation. From the beginning, the writer strives for the integration of marketing and finances disciplines with management purpose. Reading this book is a must not only for practitioners, but also for academics.0 of 0 people found the following review helpful. Arrived as promised.By Gretchen GottlichArrived as promised.

Building on the author's previous book, *Financial Aspects of Marketing*, *Marketing Finance* stresses the pivotal relationship between finance and strategy in the marketing process, and clearly demonstrates the techniques and calculations that are necessary to formulate a comprehensive plan. Professor Ward also concentrates on how financial input in marketing can create shareholder value and demonstrates how to achieve the required integration of the finance function with marketing for the successful modern business. *Marketing Finance* is backed up with a number of integrated industry examples and case studies to demonstrate the success and failure caused by the marketing finance interface.

Excerpt. copy; Reprinted by permission. All rights reserved. Provides all the financial know-how a marketer needs to maximise cost effectiveness