



# Marketing Finance

David Walters & Michael Halliday

# Marketing And Finance Working The Interface

**Moutinho, L.**



## **Marketing And Finance Working The Interface:**

**Marketing Finance** Keith Ward, 2012-05-31 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

**Marketing & Finance**, 1997 A common complaint from senior management is that marketing managers are often unaware of the financial implications of their recommendations Equally it could be argued that many financial managers lack an understanding of marketing and how it influences such basic issues as sales margins and cash flow Marketing and Finance offers the opportunity to both marketing and finance managers to gain a better understanding of how their roles integrate in corporate decision making

**Marketing and Finance** Michael Halliday, 1997 A common complaint from senior management is that marketing managers are often unaware of the financial implications of their recommendations Equally it could be argued that many financial managers lack an understanding of marketing and how it influences such basic issues as sales margins and cash flow Marketing and Finance offers the opportunity to both marketing and finance managers to gain a better understanding of how their roles integrate in corporate decision making Marketing and Finance uses a shareholder value model to make sense of the multiple ratios and relationships that comprise a firm's financial position The model is then used in a variety of innovative ways to explore the financial implications of marketing decisions and the financial constraints on those decisions The text spans working capital management fixed asset management cash flow management investment opportunity appraisal cost structures and behaviour the product range as a portfolio Marketing and Finance is ideal for senior undergraduate programmes in marketing and MBA programmes with an emphasis on integrative approaches to teaching It is also the ideal reference for senior marketing and financial managers providing them with a common framework for their strategic planning

**Handbook of Marketing and Finance** Shankar Ganesan, 2012 Many organizations have found that the value to business operations and financial performance created by the marketing function has become very important The need to demonstrate this importance has also become clear Top managers are constantly challenging marketers to document marketing's contribution to the bottom line and link marketing investments and assets to metrics that matter to them This Handbook relates marketing actions to various types of risk and return metrics that are typically used in the domain of finance It provides current knowledge of this marketing finance interface in a single authoritative volume and brings together new cutting edge research by established marketing scholars on a range of topics in the area The research in the marketing finance interface spans tactical and strategic marketing

actions related to the creation communication delivery and appropriation of the value proposition The chapters specifically written for this Handbook draw on theoretical developments in economics accounting finance psychology and cutting edge statistical and econometric approaches Academics and doctoral students in marketing accounting finance and applied economics along with marketing and brand strategy focused business practitioners and consultants will appreciate the state of the art research herein

The Routledge Companion to the Future of Marketing Luiz Moutinho, Enrique Bigné, Ajay K. Manrai, 2014-01-10 The Routledge Companion to the Future of Marketing provides the reader with a comprehensive and original set of visionary insights into the future of marketing This prestigious collection aims to challenge the mindset of academics moving their thinking processes from current thinking into new perspectives and advances in marketing knowledge Selected Contents Part 1 New Paradigms and Philosophical Insights Part 2 Contributions from other Scientific Fields Part 3 Reconnecting with Consumers and Markets Part 4 New Methodological Insights in Scholarly Research in the Field

Marketing and Finance Malcolm McDonald, Brian D. Smith, Keith Ward, 2013-08-13 Written for marketing and finance directors CEOs and strategists as well as MBA students this practical book explains the principles and practice behind rigorous due diligence in marketing It connects marketing plans and investment to the valuation of the firm and how it can contribute to increasing stakeholder value Completely revised and updated throughout the Second Edition features new case examples as well as a completely new first chapter containing the results of new research into risk and marketing strategies amongst Finance Directors and Chief Marketing Officers

**Marketing and Financial Management** David Walters, Michael Halliday, 2017-10-07 This text explores in great depth marketing decisions that have implications for financial management The emphasis on the financial management side of marketing makes the book relevant to a wide variety of advanced undergraduate and postgraduate courses The book illustrates uniquely the interface between finance and management and in particular how strategic marketing decisions affect a company's financial management in terms of sales volume profitability return on investment and other indices of performance The book is innovative and of a high standard with a strong authorial team in David Walters and Michael Halliday who are both professors at the Sydney Graduate School of Management Australia

A Reader in Marketing Communications Philip Kitchen, Patrick de Pelsmacker, Lynne Eagle, Don E. Schultz, 2020-08-26 Combining seminal papers on marketing communications with incisive commentary and overviews from the editors case studies and student question and answer sections this text provides a uniquely global perspective on this topical subject It can be used as a supplement to textbooks on marketing communications or as an excellent stand alone text to give greater instruction and insight into key elements of the twenty first century promotional mix Providing a one stop reference for all those studying marketing communications this reader tackles the subject from an international perspective Each chapter is introduced by one of the four editors each editor being from a different core geographic area the USA the Pacific Rim mainland Europe and the UK At the end of each paper questions are posed to test the student readers

Academically rigorous this essential book contributed to by recognized experts will be a valuable reference for undergraduates and graduates of marketing communications business and management     Strategic Management in ...

Moutinho, L.,     **National Market Board, Hearings Before the Subcommittee on Consumer Protection and Finance of ..., 94-1, March 18, 19, and 20, 1975** United States. Congress. House. Committee on Interstate and Foreign Commerce, 1975     The Impact of Investments in Market-based Assets on Firm Performance Karlo Oehring, 2022-01-18

Market based assets such as brands or customer relationships can be thought of as intangibles that arise through the commingling of the firm with its environment As such they are constructs that bridge the conceptual gap between managerial actions and firms financial performance This dissertation conducts three studies that advance the understanding of investments in market based assets conceptually empirically and methodologically First it rigorously examines prior research in the marketing finance interface and synthesizes the findings in a conceptual overview of the field Second it examines investments into different drivers of customer based firm value and relates them to different aspects of firm performance Third it develops a novel method to estimate investments in market based assets for firms with undisclosed accounting information through textual analysis of legal statements     **The Routledge Companion to Financial Services Marketing** Tina Harrison, Hooman Estelami, 2014-12-05 Interest in Financial Services Marketing has grown hugely over the last few decades particularly since the financial crisis which scarred the industry and its relationship with customers It reflects the importance of the financial services industry to the economies of every nation and the realisation that the consumption and marketing of financial services differs from that of tangible goods and indeed many other intangible services This book is therefore a timely and much needed comprehensive compendium that reflects the development and maturation of the research domain and pulls together in a single volume the current state of thinking and debate The events associated with the financial crisis have highlighted that there is a need for banks and other financial institutions to understand how to rebuild trust and confidence improve relationships and derive value from the marketing process Edited by an international team of experts this book will provide the latest thinking on how to manage such challenges and will be vital reading for students and lecturers in financial services marketing policy makers and practitioners     Finance For Non-Finance Managers B.K. Chatterjee, 1988-01-01 Finance for Non Finance Managers provides information to understand the tools techniques and nuances of financial management This abridged version has been prepared on the basis of a careful selection of only such topics as are of immediate relevance to the non finance personnel The book contains chapters on basic finance concepts financial accounting process credit management etc with relevant practice exercises and case studies

Finance Reconsidered Bernard Paranke, Roland Pérez, 2016-09-06 This volume argues the need for a radical break with the methodological individualism that dominates economics management and finance asking How should we re define the concept of value and serving as a stepping stone for the rethinking of academic finance     The Marketing-Sales-Finance

Triangle Dirk Weissbrich, 2009-11-09 Building on 78 face to face interviews with managers from the marketing sales finance triangle MSF triangle Dirk Weissbrich identifies and describes eight key interaction fields and decision areas Journal of Business Research ,2000 **Designing User Interfaces With a Data Science Approach** Banubakode, Abhijit Narayanrao, Bhutkar, Ganesh Dattatray, Kurniawan, Yohannes, Gosavi, Chhaya Santosh, 2022-03-18 Data science has been playing a vital role in almost all major fields Many researchers are interested in the development of IT applications which are user driven with a focus on issues This can be addressed using data science User driven research and data science have gained much attention from many private public and government organizations and research institutions Designing User Interfaces With a Data Science Approach promotes the inclusion of more diversified users for user centered designs of applications across domains and analyzes user data with a data science approach for effective and user friendly user interface designs It introduces the foundations of advanced topics of human computer interaction particularly with user centered designs and techniques Covering topics such as artificial neural networks natural dialog systems and machine learning this book is an essential resource for faculty research scholars industry professionals students of higher education mathematicians data scientists interaction designers visual designers software engineers user experience researchers accessibility engineers cognitive system engineers academicians and libraries *EBOOK: Business to Business Marketing* BIEMANS, WIM, 2010-03-16 EBOOK Business to Business Marketing Marketing Finance Keith Ward, 2004 While building on the author's previous book Financial Aspects of Marketing this book is designed to provide marketing managers and students with the financial know how to maximize the cost effectiveness of their marketing activities *The Role of Mortgage Brokers in the Mortgage Finance Market* United States. Congress. House. Committee on Banking and Financial Services. Subcommittee on Housing and Community Opportunity, 1998

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