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Marketing Money: Excelling in Today's Financial Services

Furlong, Carla B.

Note: This is not the actual book cover

Marketing Money Excelling In Todays Financial Services

**Robert Parrino, Thomas W.
Bates, Stuart L. Gillan, David S. Kidwell**

Marketing Money Excelling In Todays Financial Services:

Marketing Money Carla B. Furlong,1989 *Panduan Sukses Menjual Reksa Dana* Prof. Dr. Adler Haymans Manurung, **Books in Print** ,1993-09 V 1 Authors A D v 2 Authors E K v 3 Authors L R v 4 S Z v 5 Titles A D v 6 Titles E K v 7 Titles L Q v 8 Titles R Z v 9 Out of print out of stock indefinitely v 10 Publishers **Business Financial Planning with Microsoft Excel** Gavin Powell,2023-06-09 Business Finance Planning with Microsoft Excel shows how to visualize plan and put into motion an idea for creating a start up company Microsoft Excel is a tool that makes it easier to build a business financial planning process for a new business venture With an easy to follow structure the book flows as a six step process Presenting a case study of a business start up Creating goals and objectives Determining expenses from those goals and objectives Estimating potential sales revenue based on what competitors charge their customers Predicting marketing costs Finalizing the financial analysis with a of financial statements Written around an IT startup case study the book presents a host of Excel worksheets describing the case study along with accompanying blank forms Readers can use these forms in their own businesses so they can build parts of their own business plans as they go This is intended to be a practical guide that teaches and demonstrates by example in the end presenting a usable financial model to build and tweak a financial plan with a set of customizable Excel worksheets The book uses practical techniques to help with the planning processing These include applying a SWOT strengths weaknesses opportunities and threats matrix to evaluate a business idea and SMART Specific Measurable Achievable Relevant and Time Bound objectives to link together goals As the book concludes readers will be able to develop their own income statement balance sheet and the cash flow statement for a full analysis of their new business ideas Worksheets are available to download from <https://oracletroubleshooter.com/business-finance-planning-app>

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Marketing Technology as a Service Laurie Young, Bev Burgess, 2010-05-24 Despite the fact that vast engineering networks are the foundations of modern society the services that technology companies provide over them have been a relatively neglected area of study As a result marketing in some technology businesses has been depressingly tactical and inconsistent Marketers with little experience and even less professional training run around presenting PowerPoint decks to each other chasing after the latest fad and throwing erratic changing activities at the market each quarter Many work on the unchallenged assumption that markets are fast changing and that customers only want the lowest prices Yet this industry has liberated human imagination in the internet and convinced the world that they must have a PC and a mobile phone Now as a result of profound relentless global forces some of the leading firms and greatest minds in it are at last turning their attention to service With the advent of cloud computing and radical changes in the engineering of some utilities the marketing of services that are based on a technical infrastructure is about to become as important and sophisticated as in say consumer products This book explores their story and experience I really enjoyed the book From Products to Services by Mr Laurie Young Encouraged by it Haier accelerated its changeover from a traditional product driven to a more customer centric company This new book Marketing Technology as a Service is another major contribution to technology companies for the cultivation of service needs worldwide Mr Zhang Ruimin CEO and Chairman Haier Group Beijing Young and Burgess describe a shift in mindset and pragmatic techniques that are quite doable

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