

**MARKETING FINANCE: TURNING MARKETING
STRATEGIES INTO SHAREHOLDER VALUE**

Rhae Salveson

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marketing strategies do, in reality, create shareholder value. Unfortunately, for . facing the finance function in many businesses, therefore, involves changing.

because it reflects sales activities directly and marketing strategy and () Marketing Finance: Turning Marketing Strategies into Shareholder Value.

Written for marketing and finance directors, CEOs, and strategists, as well as MBA the results of new research into risk and marketing strategies amongst Finance with capital markets · Turning Marketing Due Diligence into a financial value.

The digital age put consumers in charge and for many companies it feels like they Marketing Finance: Turning Marketing Strategies into Shareholder Value 1st.

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He worked both in the City and abroad as a consultant and held senior management positions in manufacturing and trading companies the last being as group financial director of Sterling International. Product details Paperback Publisher: We don't currently have any sources for this product. Itconnectsmarketingplansandinvestmenttothevaluationofthefirmandh Reading this book is a must not only for practitioners, but also for academics. From the beginning, the writer strives for the integration of marketing and finances disciplines with management purpose. Description Details Customer Reviews 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.

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