



# Marketing Financial Services: Second Edition

By Hooman Estelami

[Download now](#)

[Read Online](#) 

## Marketing Financial Services: Second Edition By Hooman Estelami

"In this second edition, Hooman Estelami solidifies his reputation as one of the foremost thinkers in the financial services sector. The book is indispensable for anyone working in the industry as it covers all aspects of consumer behavior, marketing strategy, and regulatory aspects of financial services." (Russell Winer, Chair, Marketing Department, Stern School of Business, New York University)

"Marketing Financial Services is not only an excellent text for the course, but can serve as a reference to be used frequently well after the course work is completed." (Alison Munsch, Principal, Insights For Actions Research)

"Both finance and marketing have been transformed in the turbulent present. Estelami's book notes these changes while emphasizing the core elements of both disciplines. Anyone, student, academic, or practitioner, will gain useful theoretical and practical insights from this book." (Arthur Kover, Consulting Director at HCD Research Inc., Management Fellow at Yale University, and former editor of the Journal of Advertising Research)

"Estelami takes a strategic perspective to marketing while at the same time differentiating among strategy, tactics and policies. This is an insightful and highly informative book and one that is a must read for anyone involved in financial services." (Kent B. Monroe, author of Pricing: Making Profitable Decisions)

This book provides a scientific approach to the practice of marketing financial services. The book approaches the topic from the perspective of the customer. Research findings related to consumer psychology and human decision making provide the foundation for a structured approach to understanding how individuals make their financial decisions. Drawing from this analysis, the book establishes successful marketing practices for advertising, distributing, and pricing financial products and services. In addition, the book provides a detailed outline of regulations affecting marketing practices, and discusses tactical and strategic tools used by financial services companies to penetrate the market. The book has been developed for use by individual readers eager to gain in-depth training on the topic on their own, and for classroom use by instructors in business schools at the MBA, undergraduate, and executive levels. Hooman Estelami is a full professor of marketing at Fordham University in New York. He received his Ph.D. in marketing from Columbia University, and has served as a consultant to several leading financial services companies. Dr. Estelami is the associate editor of the Journal of Product and Brand Management, and has published dozens of articles, research reports, and book chapters on topics relating to financial services marketing, pricing, customer service management, and buyer behavior. He has

received several national awards for his research and teaching, and his work has been published in journals such as Journal of Financial Services Marketing, Journal of Retailing, Journal of the Academy of Marketing Science, International Journal of Research in Marketing, Journal of Business Research, Journal of Service Research, and Journal of Services Marketing. He is also the author of Marketing Turnarounds: A Guide to Surviving Downturns and Rediscovering Growth.

 [Download Marketing Financial Services: Second Edition ...pdf](#)

 [Read Online Marketing Financial Services: Second Edition ...pdf](#)

# Marketing Financial Services: Second Edition

*By Hooman Estelami*

## **Marketing Financial Services: Second Edition** By Hooman Estelami

"In this second edition, Hooman Estelami solidifies his reputation as one of the foremost thinkers in the financial services sector. The book is indispensable for anyone working in the industry as it covers all aspects of consumer behavior, marketing strategy, and regulatory aspects of financial services." (Russell Winer, Chair, Marketing Department, Stern School of Business, New York University) "Marketing Financial Services is not only an excellent text for the course, but can serve as a reference to be used frequently well after the course work is completed." (Alison Munsch, Principal, Insights For Actions Research) "Both finance and marketing have been transformed in the turbulent present. Estelami's book notes these changes while emphasizing the core elements of both disciplines. Anyone, student, academic, or practitioner, will gain useful theoretical and practical insights from this book." (Arthur Kover, Consulting Director at HCD Research Inc., Management Fellow at Yale University, and former editor of the Journal of Advertising Research) "Estelami takes a strategic perspective to marketing while at the same time differentiating among strategy, tactics and policies. This is an insightful and highly informative book and one that is a must read for anyone involved in financial services." (Kent B. Monroe, author of Pricing: Making Profitable Decisions)

This book provides a scientific approach to the practice of marketing financial services. The book approaches the topic from the perspective of the customer. Research findings related to consumer psychology and human decision making provide the foundation for a structured approach to understanding how individuals make their financial decisions. Drawing from this analysis, the book establishes successful marketing practices for advertising, distributing, and pricing financial products and services. In addition, the book provides a detailed outline of regulations affecting marketing practices, and discusses tactical and strategic tools used by financial services companies to penetrate the market. The book has been developed for use by individual readers eager to gain in-depth training on the topic on their own, and for classroom use by instructors in business schools at the MBA, undergraduate, and executive levels. Hooman Estelami is a full professor of marketing at Fordham University in New York. He received his Ph.D. in marketing from Columbia University, and has served as a consultant to several leading financial services companies. Dr. Estelami is the associate editor of the Journal of Product and Brand Management, and has published dozens of articles, research reports, and book chapters on topics relating to financial services marketing, pricing, customer service management, and buyer behavior. He has received several national awards for his research and teaching, and his work has been published in journals such as Journal of Financial Services Marketing, Journal of Retailing, Journal of the Academy of Marketing Science, International Journal of Research in Marketing, Journal of Business Research, Journal of Service Research, and Journal of Services Marketing. He is also the author of Marketing Turnarounds: A Guide to Surviving Downturns and Rediscovering Growth.

## **Marketing Financial Services: Second Edition** By Hooman Estelami Bibliography

- Sales Rank: #1363861 in Books
- Brand: Brand: Dog Ear Publishing, LLC
- Published on: 2012-02-14
- Original language: English
- Number of items: 1

- Dimensions: 9.25" h x .82" w x 7.52" l, 1.51 pounds
- Binding: Paperback
- 400 pages

 [Download Marketing Financial Services: Second Edition ...pdf](#)

 [Read Online Marketing Financial Services: Second Edition ...pdf](#)

## **Editorial Review**

### **Users Review**

#### **From reader reviews:**

##### **William Roger:**

People live in this new day time of lifestyle always attempt to and must have the time or they will get lot of stress from both daily life and work. So , whenever we ask do people have time, we will say absolutely of course. People is human not really a huge robot. Then we inquire again, what kind of activity do you have when the spare time coming to you of course your answer will certainly unlimited right. Then ever try this one, reading textbooks. It can be your alternative throughout spending your spare time, the particular book you have read is definitely Marketing Financial Services: Second Edition.

##### **Robert Monson:**

In this age globalization it is important to someone to acquire information. The information will make a professional understand the condition of the world. The condition of the world makes the information easier to share. You can find a lot of sources to get information example: internet, classifieds, book, and soon. You can observe that now, a lot of publisher this print many kinds of book. Typically the book that recommended for your requirements is Marketing Financial Services: Second Edition this reserve consist a lot of the information in the condition of this world now. That book was represented how can the world has grown up. The language styles that writer use for explain it is easy to understand. The writer made some exploration when he makes this book. That is why this book suitable all of you.

##### **Bruce Crawford:**

Beside this particular Marketing Financial Services: Second Edition in your phone, it can give you a way to get nearer to the new knowledge or information. The information and the knowledge you are going to get here is fresh from oven so don't possibly be worry if you feel like an old people live in narrow town. It is good thing to have Marketing Financial Services: Second Edition because this book offers to you readable information. Do you occasionally have book but you rarely get what it's interesting features of. Oh come on, that won't happen if you have this with your hand. The Enjoyable set up here cannot be questionable, including treasuring beautiful island. So do you still want to miss the item? Find this book and also read it from now!

##### **Aaron Blue:**

A number of people said that they feel bored stiff when they reading a publication. They are directly felt it when they get a half regions of the book. You can choose often the book Marketing Financial Services: Second Edition to make your own reading is interesting. Your current skill of reading talent is developing

when you such as reading. Try to choose very simple book to make you enjoy to read it and mingle the feeling about book and looking at especially. It is to be very first opinion for you to like to open a book and learn it. Beside that the book Marketing Financial Services: Second Edition can to be your friend when you're feel alone and confuse in what must you're doing of these time.

**Download and Read Online Marketing Financial Services: Second Edition By Hooman Estelami #7JNZQBCEULP**

## **Read Marketing Financial Services: Second Edition By Hooman Estelami for online ebook**

Marketing Financial Services: Second Edition By Hooman Estelami Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Marketing Financial Services: Second Edition By Hooman Estelami books to read online.

## **Online Marketing Financial Services: Second Edition By Hooman Estelami ebook PDF download**

**Marketing Financial Services: Second Edition By Hooman Estelami Doc**

**Marketing Financial Services: Second Edition By Hooman Estelami Mobipocket**

**Marketing Financial Services: Second Edition By Hooman Estelami EPub**

**7JNZQBCEULP: Marketing Financial Services: Second Edition By Hooman Estelami**