

# Marketing Financial Services

*newly revised*

*Marketing Financial Services* (7<sup>th</sup> edition) provides a thorough immersion in marketing concepts and activities related to the special requirements of the marketing of financial services. It is a how-to guide that takes a marketer from the basic understanding of marketing through the steps necessary to integrate and grow marketing within a bank's organizational structure. The text is heavy on examples and provides clear explanations of such vital topics as marketing research and marketing information systems, developing situation analyses, segmenting markets, evaluating the return on investment for marketing (ROI and ROMI), creating and implementing promotion strategies, complying with laws and regulations, and much, much more.



*Marketing Financial Services* is excellent for the beginning marketer, seasoned bankers new to marketing, and experienced marketers new to banking. The book stays true to basic marketing concepts, yet positions itself firmly as a resource tool specifically for bank marketers.

You can view a PDF of the table of contents [here](#).

This course is available from your [Local ABA Training Provider](#) in both classroom and correspondence formats, as well as via an [instructor-led online version](#) from ABA.

Recommended Instructional Hours: 15-30-45

Recommended AIB Credit: 1-2-3

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