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Pearson Financial Aspects Of Marketing ACKNOWLEDGMENTS We hope this book will be a step, however modest, toward clarifying the language, construction, and meaning of many of our important marketing metrics. Pearson Financial Aspects Of Marketing Management Answers

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Marketing Strategy - Pearson

Chapter 2: "Financial Aspects of Marketing Management," reviews basic concepts from managerial accounting and managerial finance that are useful in marketing management. Primary emphasis is placed on such concepts as cost structure, relevant versus sunk costs, margins, contribution analysis, liquidity, discounted cash flow, customer lifetime value, operating leverage, and preparing pro forma income statements.

Strategic Marketing Problems: Cases and Comments - pearson.com

Key Elements in Market Analysis. As markets constantly change, businesses must analyze various aspects of the market to make changes to marketing strategies that allow them to remain on top. Also, newer businesses must perform adequate research so that they can know what products will provide the highest benefits to customers.

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STRATEGIC MARKETING PROBLEMS - GBV

Acquire a deeper understanding of the different aspects of people management. An introduction to the systematic framework of marketing management and different approaches for marketing goods and services. Master concepts and tools that are useful to managers for making financial decisions.

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