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THE FINANCIAL SERVICES MARKETING HANDBOOK

THE FINANCIAL SERVICES MARKETING HANDBOOK Tactics and Techniques That Produce Results Second Edition Evelyn Ehrlich and Duke Fanelli BLOOMBERG PRESS An Imprint of iWILEY Contents Preface ix Acknowledgments xi INTRODUCTION The Unique Challenges of Marketing Financial Services 1 Products or Services...

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The Financial Services Marketing Handbook: Tactics and Techniques That Produce Results, 2nd Edition Evelyn Ehrlich, Duke Fanelli E-Book 978-1-118-23636-9 February 2012 \$4899 ...

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as a training tool for both students and ...

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others willing to pay for customer lists or targeted marketing compilations Although some consumers are pleased with the wider access to information about available services that information sharing among financial services ...

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