



Marketing Finance

Keith Ward

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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.

Professor Ward also concentrates on how financial input in marketing can create shareholder value and demonstrates how to achieve the required integration of the finance function with marketing for the successful modern business.

Marketing Finance is backed up with a number of integrated industry examples and case studies to demonstrate the success and failure caused by the marketing finance interface.

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