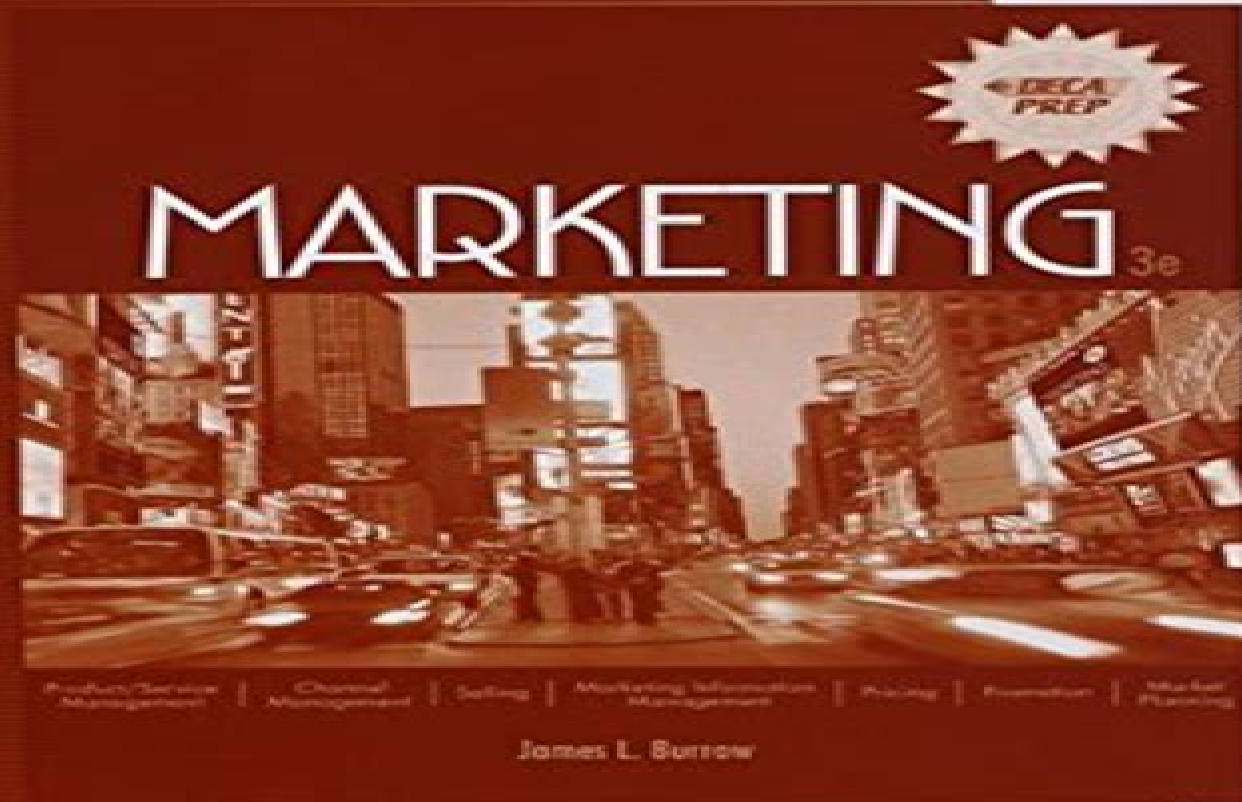


# Activities and Study Guide



JAMES L. BURROW

# Marketing Activities And Study Guide Answers

**Sally Dobb**



## **Marketing Activities And Study Guide Answers:**

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*Financial Services Marketing* Christine Ennew, Nigel Waite, Róisín Waite, 2024-10-02 This fourth edition of *Financial Services Marketing* firmly reinforces the book's role as a leading global educational resource combining appropriate conceptual principles with practical insights on how financial products and services are marketed in the real world The authors draw upon their extensive international experience marketing some of the world's best known financial brands including Lloyds TSB and Barclays Readers will gain a firm understanding of how financial products and services work within the commercial social economic governmental regulatory and environmental context in which they operate This fully updated and revised edition features A brand new chapter devoted to environmental social and corporate governance Revised coverage of the impact of digital advances in all aspects of business models and marketing practice including how artificial intelligence AI and social marketing are changing financial services and customer experience The latest regulatory developments for safeguarding the fair treatment of customers New and improved case studies that showcase best practice from around the world Upgraded Support Material including new teaching aids and references *Financial Services Marketing* is essential reading for advanced undergraduate and postgraduate students studying Marketing for Financial Services Marketing Strategy and Consumer Ethics in Finance It is also suitable for executive students studying for professional qualifications and executive MBAs

**Study Guide to Accompany Stanton: Fundamentals of Marketing** Thomas J. Adams, 1984

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