

1. Record Nr.	UNINA9910337797403321
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Titolo	Financial Dimensions of Marketing Decisions // by David W. Stewart
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2019
ISBN	9783030155650 303015565X
Edizione	[1st ed. 2019.]
Descrizione fisica	1 online resource (257 pages)
Collana	Palgrave Studies in Marketing, Organizations and Society, , 2661-8621
Disciplina	658.8 658.802
Soggetti	Marketing Industrial organization Business enterprises - Finance Organization Corporate Finance
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	1. Introduction -- 2. The Financial Imperative of Marketing -- 3. Business Models: How Firms Make Money -- 4. Estimating Cash Flows -- 5. Intermediate Marketing Outcome Measures and Metrics -- 6. Linking Marketing Outcomes to Financial Performance -- 7. Creating and Measuring Brand Value -- 8. Customer Life Time Value: The Significance of Repeat Business -- 9. Anticipating the Future: Managing Risk and Real Options -- 10. Managing Portfolios of Products -- 11. Marketing Strategy and Financial Performance -- 12. Measurement Beyond the Firm.
Sommario/riassunto	This book is about linking marketing activities and outcomes to the financial performance of the organization. The theme of the book is that the marketing function must justify its activities and use of resources in terms of its financial contributions to the firm. More specifically, the book focuses on how marketing activities generate cash flow, growth and other financial benefits for the organization. This perspective provides a framework for long-term investments for purposes of evaluating and ranking the funding of proposed projects.

