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Altri autori (Persone)	ClaessensStijn SchmuklerSergio L BeckThorsten CaprioGerard
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Nota di contenuto	Front Cover; The Evidence and Impact of Financial Globalization; Copyright; Editor-in-Chief; Section Editors for related volumes; Contents; Preface; Contributors; Chapter 1: Financial Globalization and Crises: Overview; Introduction; Evidence on Financial Globalization; Forces Behind Globalization; Effects of Financial Globalization; Monetary and Exchange Rate Policy under Financial Globalization; Crises; Final Words; Acknowledgment; References; Section I: Evidence on Financial Globalization; Chapter 2: Measurements of Capital and Financial Current Account Openness Measuring Financial IntegrationThe IMF's AREAER; Indicators Based on the AREAER Categorical Table of Restrictions; Indicators Based on Text of AREAER; Other De Jure Indicators; De Jure and De Facto Data Compared; Coding; Data Properties; Uses of Measures; Conclusions; Acknowledgments; References; Chapter 3: Measurement and Impact of Equity Market Liberalization; Introduction; Equity Market Liberalization; Official Equity Market Liberalization; Country Funds and American

Depository Receipts; The Intensity of Liberalization; Foreign equity
 portfolio holdings; Measuring Market Integration
 Effects of Stock Market LiberalizationFinancial Effects; Expected returns
 (cost of capital); Return volatility and correlation; Market liquidity;
 Capital flows and contagion; Macroeconomic Effects; Investment and
 GDP growth; Allocative efficiency and productivity; Conclusion;
 Acknowledgments; References; Further Reading; Chapter 4: Bilateral
 Financial Links; Introduction; Bilateral Data on External Assets and
 Liabilities; Main International Data Sources; Foreign Direct Investment;
 Portfolio Equity and Portfolio Debt Securities; Foreign Exchange
 Reserves; Other Data Sources; Euro Area Accounts
 Individual Country Data SourcesCustodial Center Bias; What Explains
 Bilateral External Financial Linkages?; Theoretical Foundation for Gravity
 Models in Goods Trade; Theoretical Foundation for Gravity Models in
 Cross-Border Asset Trade; Information Asymmetries, Familiarity
 Effects, and Trust; Stylized Facts; Data; Network of Financial Linkages;
 Undirected Network; Directed Network; Comparison with the Trade
 Network; Cross-Border Financial Links and International Transmission
 of Shocks; Conclusions; See also; Glossary; Further Reading; Relevant
 Websites; Chapter 5: Global Imbalances
 The Contested Landscape of Global ImbalancesGlobal Imbalances
 Defined; Spendthrift America and the Saving-Investment Approach; A
 US Productivity Surge and the Intertemporal Approach; East Asian
 Mercantilism and Bretton Woods II Versus Self-Protection; A Global
 Saving Glut?; Imbalances and the Financial Crisis; See also;
 Acknowledgments; Glossary; References; Chapter 6: Aid Flows;
 Introduction; Situating Aid Flows Within Financial Globalization; The
 Particularities of Aid Flows; Aid Effectiveness and the NAA; Recipient
 Participation and Country Ownership; Harmonization and Alignment
 Country Selectivity

Sommario/riassunto

The sharp realities of financial globalization become clear during
 crises, when winners and losers emerge. Crises usher in short- and
 long-term changes to the status quo, and everyone agrees that
 learning from crises is a top priority. The Evidence and Impact of
 Financial Globalization devotes separate articles to specific crises, the
 conditions that cause them, and the longstanding arrangements
 devised to address them. While other books and journal articles treat
 these subjects in isolation, this volume presents a wide-ranging,
 consistent, yet varied specificity. Substantial, autho

2. Record Nr.	UNINA9910798315703321
Autore	Perrey Jesko
Titolo	Marketing performance : 10 simple rules to navigate today's complex marketing analytics space / / Thomas Bauer [and three others]
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Descrizione fisica	1 online resource (200 p.)
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Soggetti	Marketing - Management
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Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Intro; Marketing Performance; Contents; Introduction: Smart Money; 1 Budget sizing: Combine multiple lenses to right-size your marketing budget; 2 Allocation: Put your money where your strategy is; 3 Insights: Discover what really matters to consumers to sharpen your proposition; 4 Storytelling: Take a publisher's mindset and tell stories that cut through the clutter; 5 One currency: Compare apples to apples as you make trade-offs between instruments; 6 Science: Apply advanced analytics to drive fact-based mix optimization 7 Smart activation: Trim the fat off key instruments to drive incremental benefit8 Partners: Build performance partnerships with marketing service providers; 9 IT solutions: Use marketing ROI decision support solutions to transform your company; 10 Agility: Infuse your organization with a return on investment mindset; Credits; Index; EULA; Why does budget sizing matter?; How to drive marketing performance with fact-based budget sizing; Create full budget transparency; you will be surprised by what is hidden in the cracks and crevices of your organization Outside-in: Conduct benchmarking analyses to find out what it takes for your voice to be heardInside-out: Clarify your targets and build your budget on the activities required to reach them; Saturation analysis: Review your budget in light of the expected return it will generate; Combine all lenses for a holistic view on budget sizing and submit the

result to practical, tactical, and strategic pressure tests; Key takeaways; Notes; Why does budget allocation matter?; How to boost marketing performance with fact-based budgeting; Key takeaways; Notes; Why do insights matter?

How to strengthen your brand with insights; Key takeaways; Why does storytelling matter?; How to drive marketing performance using storytelling; Key takeaways; Notes; Why does one currency matter?; How to drive marketing performance with one currency; Key takeaways; Notes; Why do advanced analytical approaches matter?; How to drive marketing performance with advanced analytics; Key takeaways; Notes; Why does smart activation matter?; How to drive marketing performance with de-specification; Key takeaways; Notes; Why do partners matter?

How to drive marketing performance through service provider management; Key takeaways; Notes; Why do IT solutions matter?; How to drive marketing performance through IT solutions; Key takeaways; Why does agility matter?; How to boost marketing performance with an agile organization; Key takeaways; Notes; Contributors; Find the pockets of growth; Align allocation criteria with business priorities; Specify investment thresholds; Stick to the rules; Slice and dice your audience: Customer segmentation; Put your brand to the test: Purchase funnel performance

Find out what customers want: Attribute relevance

Sommario/riassunto

Drive marketing ROI with an investor's mindset and a proven toolkit
Top marketers today don't shy away from financial accountability. In fact, they actively seek to account for the return on their companies' investments in marketing – because they want their budget to make a difference for their brands and for their business: more relevant messages, more effective campaigns, more satisfied customers, more profitable promotions, higher returns to shareholders. If this is how you think about marketing, this book is for you. It is a book for CMOs who adopt an investor's mindset, and it deals with the most pressing marketing performance questions. This isn't a work of theory. This is a hands-on guide to better marketing for top managers, neatly packaged into ten concise chapters that are just right for a short-haul flight. Learn how to: Increase sales with smarter fund allocation Reduce marketing costs without sacrificing effectiveness Strengthen the role of marketing with quantified ROI Build capabilities for sustainable performance improvements Marketing Performance delivers expert insight, a wealth of proven success factors, and real-life case studies that will help you drive marketing performance and grow your business.
