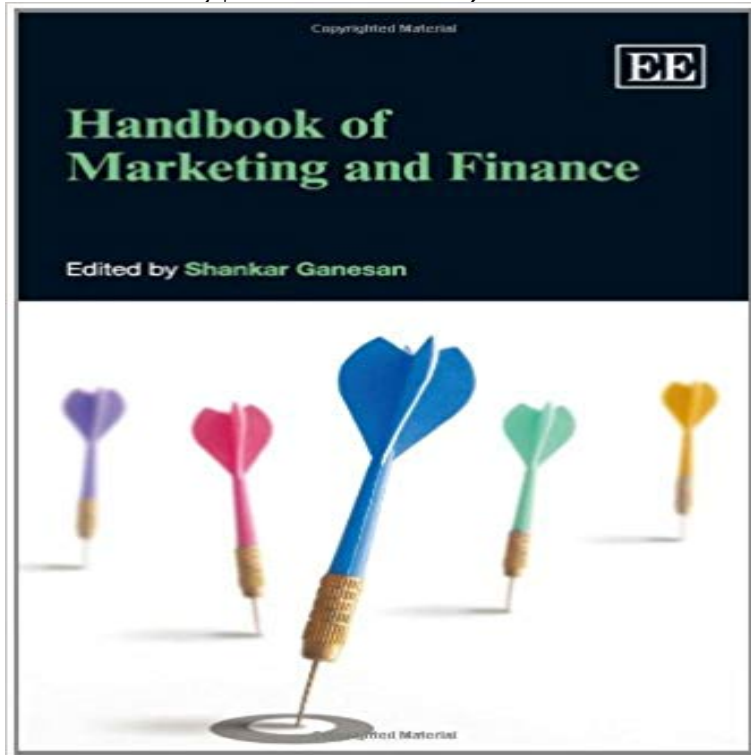


Handbook of Marketing and Finance (Research Handbooks in Business and Management series)



Many organizations have found that the value to business operations and financial performance created by the marketing function has become very important. The need to demonstrate this importance has also become clear. Top managers are constantly challenging marketers to document marketing's contribution to the bottom-line and link marketing investments and assets to metrics that matter to them. This Handbook relates marketing actions to various types of risk and return metrics that are typically used in the domain of finance. It provides current knowledge of this marketing-finance interface in a single, authoritative volume and brings together new cutting-edge research by established marketing scholars on a range of topics in the area. The research in the marketing-finance interface spans tactical and strategic marketing actions related to the creation, communication, delivery and appropriation of the value proposition. The chapters, specifically written for this Handbook, draw on theoretical developments in economics, accounting, finance, psychology and cutting-edge statistical and econometric approaches. Academics and doctoral students in marketing, accounting, finance, and applied economics, along with marketing and brand strategy-focused business practitioners and consultants, will appreciate the state-of-the-art research herein. Contributors include: S. Bharadwaj, A. Chakravarty, Y. Chen, S. Fournier, S. Ganesan, I. Geyskens, K. Gielens, R. Grewal, M. Hanssens, L. Hsu, J. Hulland, M. Hutt, V. Kumar, D. Kurt, Y. Liu, X. Luo, N. Mizik, J. Pennings, K. Poewels, D. Sihi, A. Sorescu, R. Srinivasan, S. Srinivasan, C. Tarasi, K. Tuli, N. Umashankar, P. Verhoef, B. Walker

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