

<<中国金融服务市场营销>>

图书基本信息

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作者：[澳] 奥[Oh, K.B.]，[澳] 德登[Durden, G.]，陈

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## <<中国金融服务市场营销>>

### 内容概要

Part A provides an overview of the Chinese economy, financial markets, demographics and the individual and corporate financial service sectors. Part B covers the importance and role of marketing in the dynamic and rapidly evolving Chinese financial market with an introduction to the Seven-Ps of marketing and their relevance to Chinese financial services marketing. Part C addresses the need for strategic marketing in the Chinese financial service market. Part D addresses the importance of financial responsibility and accountability in marketing and applies this concept to marketing.

#### 作者简介

Dr. Kok-Boon Oh Dr. Oh is a professional accountant and he has held finance and regional management positions with American and Asian multinational corporations in the Asia Pacific region. The positions he has held in these multinational companies include directorships on their boards, finance director, and general manager. Dr. Oh was formerly the Deputy Head of the Graduate School of Management at La Trobe University in Melbourne. He also teaches finance in the Master of Business Administration program in the Graduate School of Management.

Professor Geoffrey Durden Professor Durden has extensive teaching experience at the postgraduate and post experience levels, including MBA and Masters of Management. His major teaching interests are in International Marketing and Services Marketing. Professor Durden is an active researcher and he has published works in a number of international journals. Professor Durden is the Head of the Graduate School of Management at La Trobe University in Melbourne, Australia.

Professor Xuebin Chen Professor Chen is the Director of the Institute for Financial Studies at Fudan University in Shanghai. Professor Chen is also an Executive Editor of Chinese Finance Review International journal published by Emerald. His research areas are corporate finance and strategy, private equity and venture capital, merger and acquisition.

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