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*The Financial Aspects of a Business | Your Business
In addition to The Marketing Plan Handbook, she is the author of Essential Guide to Marketing Planning and Marketing Planning: Principles into Practice, both geared to the European market. Wood holds an MBA in marketing from Long Island University in New York and a BA from the City University of New York.*

*Principles of Marketing , 7th, Armstrong, Gary et al - Pearson
Before joining Pearson VUE, Doug served as division controller at supercomputer manufacturer Cray Research, held roles of increasing responsibility in financial planning, marketing, and sales analysis at Northwest Airlines, and was involved in financial planning for Fingerhut Companies. Doug holds a degree in Accounting from the University of Minnesota, Duluth and an MBA in Finance from the University of Minnesota's Carlson School of Business.*

*Pearson Financial Aspects Of Marketing
Decision-making in marketing is first and foremost, a skill. And since all skills are learned through practice, Strategic Marketing Problems: Cases and Comments balances the concepts and tools used for solving marketing problems with numerous case studies that challenge students to apply what they've learned. The Perfect Balance of Theory and Cases.*

*BTEC Nationals | Business (2010) | Pearson qualifications
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Action remains the premier, comprehensive textbook for important introductory business principles and concepts. Featuring a highly organized, objective-driven structure, the text incorporates relevant, contemporary examples and trends from the business world.

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Wood, Marketing Plan Handbook, 5th Edition | Pearson

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Business in Action [RENTAL EDITION], 9th Edition - Pearson

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The Financial Aspects of a Business | Bizfluent

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In addition to the standard financial statements that you prepare for banks, tax returns and board meetings, financial considerations affect all aspects of a company. By developing systems to track and evaluate data, you can make observations and implement improvements that directly affect your bottom line.

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Estelami, a Fordham professor, states the most obvious problem with marketing, which is that you can't visualize every product. Take financial services for instance; there's no way to get a photo of a stock, mutual fund, or pension. He advises the reader to include the combination of three factors,...

Unit 36: Starting a Small Business - Pearson qualifications

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Marketing Management - Pearson

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Executive Team :: Pearson VUE

Starting a small business is an ambition for many people. The business idea could be almost anything such as a coffee shop, a courier service, a hairdresser, a motor vehicle repair workshop, a DJ service, a painting and decorating business, an equipment hire operation, or an organic smallholding producing fruit and vegetables.

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Financial aspects of marketing management

Doing a market analysis gives insight into the financial aspects of the sector, such as the cost of entry and expected overhead costs. By knowing the baseline finances of competitors already competing in a particular sector, a business can set expectations and forecast their finances more accurately.

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