Marketing Techniques for Financial Inclusion and Development

Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

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Description:
Financial inclusion has been one of the most propagated ideologies in countries, and as a result, significant efforts have been taken to nurture institutions and systems to include an array of socio-economic classes. Various financial institutions and societies have taken steps toward financial inclusion, but to be successful, they need to understand how to accurately target and market their potential customers as well as the new avenues for development.

Marketing Techniques for Financial Inclusion and Development is a critical scholarly resource on the marketing techniques adopted by various financial institutions and societies for promoting financial inclusion initiatives for the development of the society at large. Featuring coverage on a broad range of topics such as consumer awareness, financial literacy, and micro-enterprises, this book is geared towards managers, investors, brokers, researchers, and all others within the banking industry.

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Topics Covered:
- Consumer Awareness
- Customer Shareholding
- Differentiated Banks
- Emerging Economies
- Financial Literacy
- Micro Enterprises
- Personal Banking

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