Editorial

Journal of Financial Services Marketing (2006) 11, 1 3. doi:10.1057/jalg.4760028

This is a special issue of the *Journal of Financial Services Marketing*. Now, it is 11 years since the *Journal of Financial Services Marketing* was first published. It is a pleasure to see the journal's 11th anniversary. The journal has grown from a niche publication to a leading academic journal in the field of financial services marketing. It is a pleasure to see the journal's 11th anniversary. The journal has grown from a niche publication to a leading academic journal in the field of financial services marketing.

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A Systems View of Relationship Dissolution
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concerned (FMCG) sector. The
 however, the disclosure of FMCG marketing
 practices is a challenge. The degree to which
 the disclosure of FMCG marketing practices
 is related to the overall SME banking
 in the Czech Republic is the focus of
 the book. The authors have a deep
 understanding of the banking industry.
 The book is a valuable contribution to the
 academic literature.

Robert A. D. Macdonald *An Empirical
 Measure of the Availability, Completeness and
 Reliability of Voluntarily Disclosed Personal
 Information for Direct Marketing Purposes*

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Tina Harrison
 Managing Editor