Book review: 'Financial Services Marketing'

Tina Harrison

Pearson Education, 2000; ISBN 0273632973, paperback, xix + 332 pp., £24.99

This is a new introductory and general text both for those wishing to update or refresh their understanding of the subject and for those who are venturing into the area from other fields. The text is logically structured and gives both relevant and recent examples to support the theory. In turn, the theory itself is presented in a form accessible both to the seasoned practitioner and to the undergraduate student. The focus is clearly marketing, examining in turn the context within which financial services function, with a lucid description of the UK regulatory environment. Who the consumers (customers?) are and how they decide is examined first, leading on to the identification of products, their development and management. Next follows a pattern of topics akin to those found in conventional marketing textbooks, except that Harrison has focused her approach on the financial

services industry. Distribution, technology drivers, pricing and promotion cover what everyday marketing strategy and operations would address. Two chapters are directed at building customer relationships and at the contentious subject of customer retention. Both cover the field adequately and refer to relevant material in these areas. Although the book is mostly directed at individual customers, the final chapter addresses the institutional and corporate sector. There are useful projects and discussion topics that would help test one's understanding of the subject matter and could also be used in the classroom. Overall, a useful book that is fairly up-to-date. It is a pity, however, that the presentation has not been addressed as well as the content.

Peter Kangis
Sems-University of Surrey