FINANCIAL ASPECTS OF MARKETING

Financial Aspects of Marketing

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and
Helen Wright

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First published 1996 by
MACMILLAN PRESS LTD
Houndmills, Basingstoke, Hampshire RG21 6XS
and London
Companies and representatives
throughout the world

ISBN 978-0-333-63782-1 ISBN 978-1-349-25020-2 (eBook)
DOI 10.1007/978-1-349-25020-2

A catalogue record for this book is available
from the British Library.

10	9	8	7	6	5	4	3	2	1
05	04	03	02	01	00	99	98	97	96

Typeset in Great Britain by
Aarontype Limited
Easton, Bristol

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Acknowledgements

The authors and publishers acknowledge with thanks permission from the following to reproduce data:
Claudio Vignali and Barry J. Davies of the Manchester Metropolitan University for the data in Case Study 2.
Neville Atkinson of Allied Domecq plc for the data in Case Study 4.

Economic Trends.

The following information sources were used in compiling the raw data which were reworked into simplified examples and exercises in the text:

Allied-Lyons plc, *Annual Report and Accounts*, 1993–1995.

MFI plc, *Annual Report and Accounts*, 1988–1995.

J Sainsbury plc, *Annual Report and Accounts*, 1989–1995.

Kwik Save plc, *Annual Report and Accounts*, 1993–1995.

The share performance data on Wimpey, Barratt, Banner and Beazer Homes and Sainsbury and Kwik Save were extracted from publicly available information sources on 16 May 1995.

The price comparison in Table 25.1 serves to illustrate a point of principle only. It is loosely based on an ad hoc collection of prices during a shopping trip and the prices presented may bear no resemblance to real prices currently charged.