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CHANGING PARADIGMS — IN FINANCIAL — SERVICES MARKETING




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Preface

The primary objective of this book is to provide a basis for marketers, academicians and researchers to understand the new horizons of changing financial services in all relevant areas/topics under this context. At the same time, given the emerging trends and evolving trends needs in financial services marketing, it is recognized that new grounds and emerging topics need to be addressed. As a result, the chapters cover the wide range of existing and upcoming issues that have become the focus of academicians and researchers in financial services marketing.

Editors

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