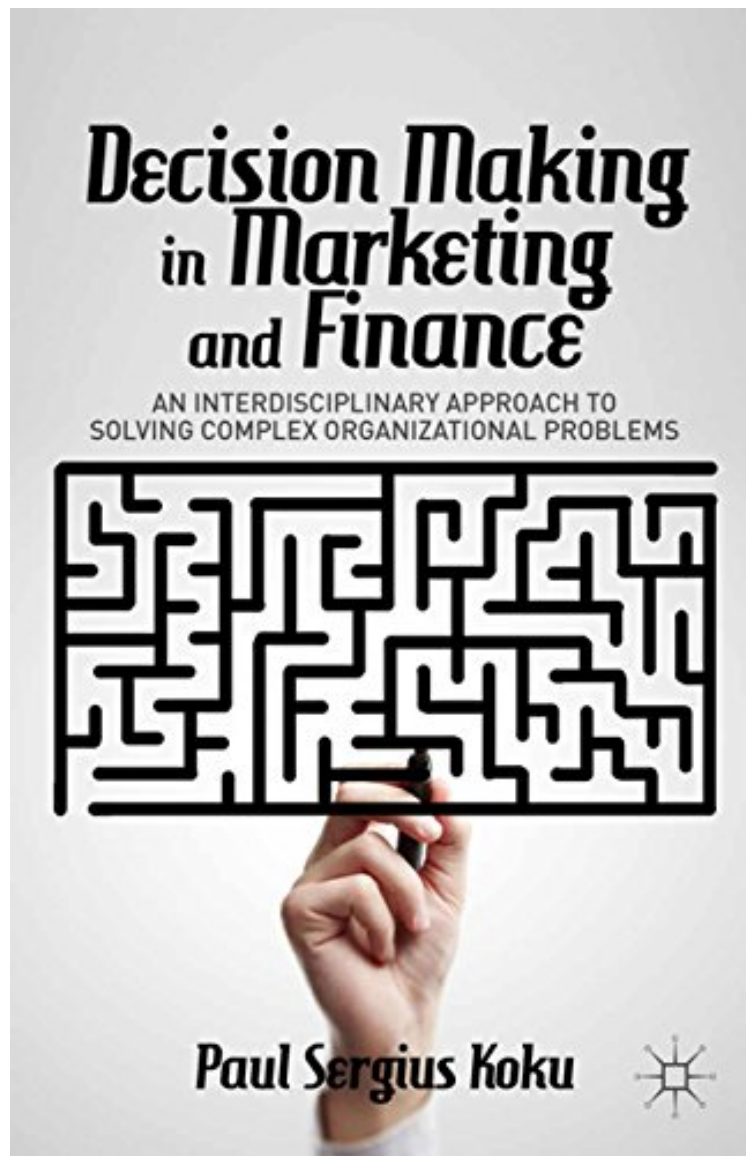


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Decision Making in Marketing and Finance: An Interdisciplinary Approach to Solving Complex Organizational Problems

P. Koku

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As interest in MBA programs and business schools more generally continues to grow, it is essential that teachers and students analyse their established strategy for decision making. The successful use of case studies in business schools shows the superior outcomes of an interdisciplinary approach to problem solving. Disappointingly, functional departmental silos within universities still exist and keep problem solvers from seeing all the effects of a given issue. In addition to providing teaching material, *Decision Making in Marketing and Finance* provides motives and strategies to break down functional silos in making informed and effective business and finance decisions. Koku achieves his goal by showing how value can be created for shareholders and other stakeholders, linking marketing and finance decision making, and providing much-needed teaching materials for an interdisciplinary approach to case analysis.

"Those who make decisions within organizations and corporations (profit and non-profit) can benefit from reading the interfunctional approach to decision making (marketing and finance) taken in this book. Koku has managed to write a lucid book on a very important topic which will appeal to a very broad audience. It can also be used at the undergraduate or graduate level either by itself or as a supplement in a course in strategy. In my opinion this will be an invaluable book for a course on marketing-finance interface." - Ariful Hoque, Senior Lecturer in Finance, Murdoch University, Australia "Finally, a reader-friendly book on a common sense approach to decision making within the firm has been written. The book is timely as many schools are beginning to take an interfunctional approach to teaching the functional area courses in business schools." - Carlos Seiglie, Professor of Economics, Rutgers University, USA "Most text books, be it in marketing, finance or strategy takes a functional or 'silo' approach to discussing issues and techniques relevant to a particular discipline. Therefore, *Decision Making in Marketing and Finance* was a refreshing change. Koku has certainly added to the literature something we often preach, but on which very few books have been written - an 'interfunctional' approach to decision making within the firm, particularly decisions involving marketing and finance issues." - Janek Ratnatunga, Professor and Former Dean, School of Commerce, University of South Australia; CEO, the Institute of Certified Management Accountants, Australia About the Author Paul Sergius Koku is Professor at Florida Atlantic University, USA.