

# Journal of Financial Services Marketing

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Under the guidance of its expert Editors and an eminent international Editorial Board, the **Journal of Financial Services Marketing** has become one of the world's leading forums for the latest thinking, techniques and developments in marketing financial services. The Journal has established itself as a key bridge between applied academic research and commercial best practice, globally, to keep subscribers up-to-date with the latest developments and thinking in bank and financial services marketing.

The **Journal of Financial Services Marketing** publishes detailed and authoritative case studies, research, reviews and briefings, legal reviews and book reviews. This covers a wide range of topics including marketing banking services, pension plans, insurance, mortgages, loyalty plans, online services and many more.

**Journal of Financial Services Marketing** is guided by an international Editorial Board which includes leading experts from major international companies, consultancies and academic institutions.

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