GENERALIZATION OF MARKETING METHODOLOGIES INTO FINANCIAL MANAGEMENT

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ABSTRACT
The cut-throat competition for a greater share of the market, may it be in any domain had necessitated the need for a greater amount of restructuring of the organizational structures to be positioned to positively react to the market, the core or centrifugal force of the business activity. The market nonetheless is the prime motive for any business but then the marketing methodologies, which are closest to the concepts of how the market for the particular product or service is to be enhanced, are not generalized. And the irony is that it is most ignored in most of the other functional domains. This study tries to bring the marketing methodologies which could be generalized across the functional platforms, i.e. specifically marketing into the financial management domain, thereby suggesting upon a new framework for greater productivity, profitability and optimization of the organizational resources.

KEYWORDS: Plan estimate, Financial reflections

REFERENCE