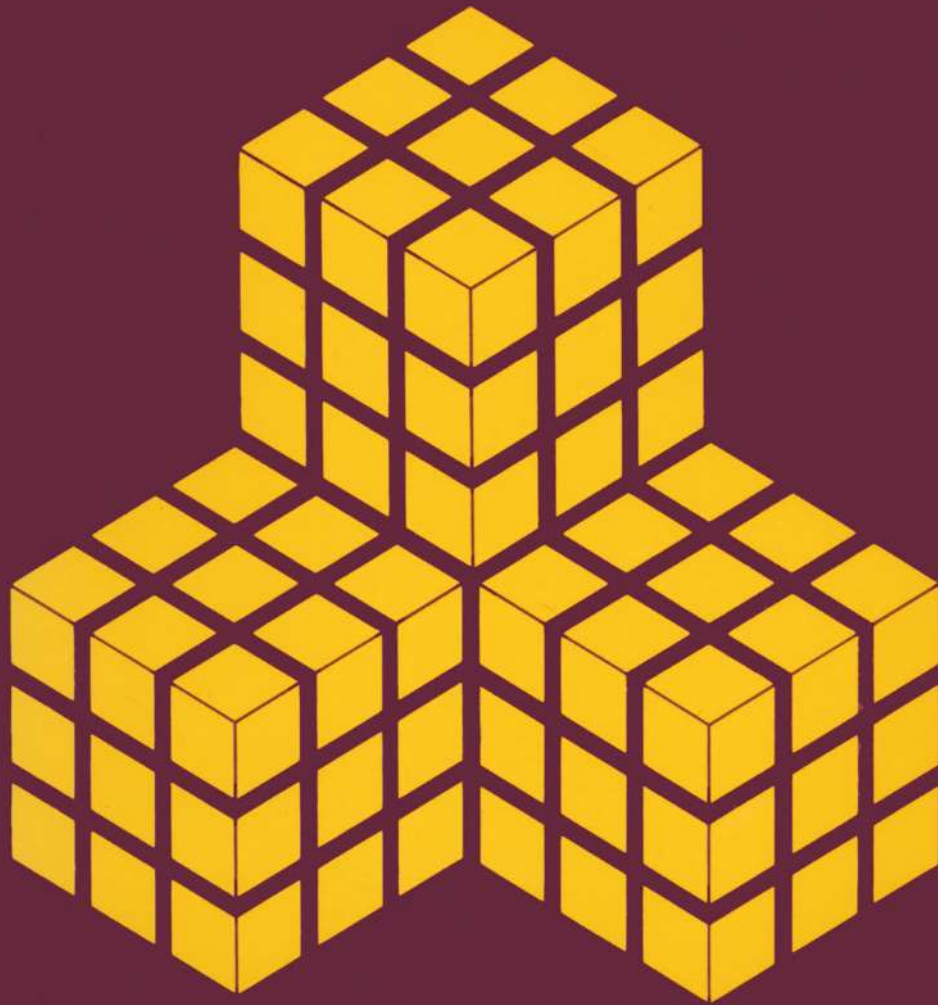


Bank Marketing Management

Arthur Meidan



Macmillan Studies in Marketing Management

BANK MARKETING MANAGEMENT

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BANK MARKETING MANAGEMENT

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To my mother

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Foreword

Although there is a tendency to regard 'marketing' as a recent phenomenon, there can be little doubt that the function which it performs has existed ever since human beings first entered into exchange relationships as a means of improving their overall well-being and standard of living. In the case of barter the two parties are in direct contact with one another and it seems reasonable to assume that any exchange would be seen as acceptable to both in terms of their particular needs and wants at the time of the exchange. Certainly both parties would have the opportunity to state their requirements and any conditions attached to their mutual agreement.

With industrialisation and the development of international trade in the nineteenth and twentieth centuries the opportunity for producers to interact with consumers diminished significantly. Thus there can be little doubt that the 'rediscovery' of marketing is a direct consequence of the physical and psychological separation which had developed between manufacturers and end-users of products with a major emphasis being to re-establish contact between the parties.

I used the word 'manufacturer' in the preceding sentence advisedly, for until very recently few were prepared to acknowledge that providers of services might possibly have become distanced from the consumers of those services. After all, an intrinsic characteristic of a service is that production and consumption occur simultaneously, which must presume a high degree of contact between the supplier and the user. The appearance of this book is a timely reminder that this is no longer the case and that the application of marketing concepts and techniques is equally as relevant to service industries as it is to manufacturing industries. Nowhere is this more so than in the case of banking services.

In recent years one can detect many changes in service industries of the kind that prompted Theodore Levitt to write his famous article 'Marketing Myopia', which many now regard as the watershed which separates the present marketing orientation of industry from the production and sales orientations which preceded it. It is ironic that Levitt used a service industry – the US railroads – to show how an enormous, powerful and

