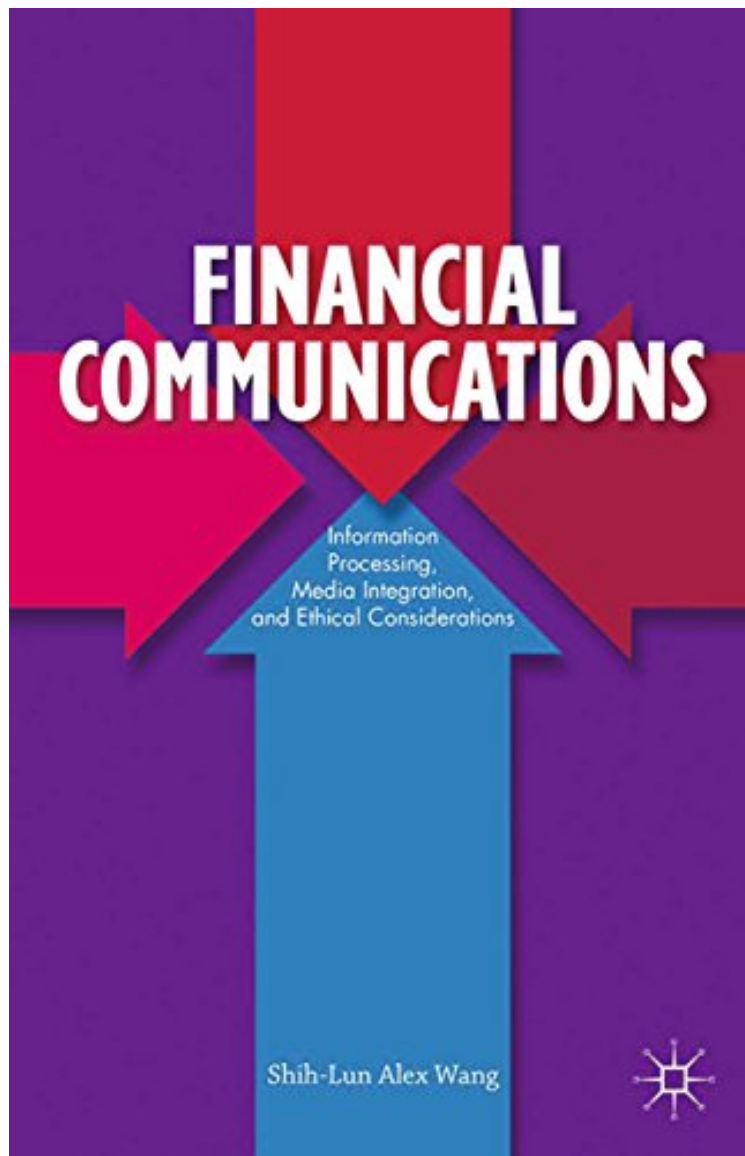


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Financial Communications: Information Processing, Media Integration, and Ethical Considerations

S. Wang

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Financial Communications showcases why it is crucial for financial institutions to enhance key communication processes, rebuild trust with its customer base, improve relationships, and derive better brand awareness amongst key stakeholders within the industry.

"This book integrates critical information processing concepts to help the reader understand the complex dynamics by which financial communications are perceived, evaluated and acted upon in the marketplace. It is an essential resource for managers, academics and researchers in the financial services sector." - Hooman Estelami, Professor of Marketing, Fordham Schools of Business, Fordham University, USA "Successful financial decision making relies on financial communications and information. In spite of the recognised importance of financial communications, as an area of investigation it has received relatively little attention in published sources. Addressing this gap, Wang provides a comprehensive and much needed understanding of the limits of and opportunities for financial communications and offers a valuable resource for researchers and practitioners who want to understand and engage with financial communications effectively." - Tina Harrison, Senior Lecturer of Marketing, University of Edinburgh Business School, Scotland, UK; Editor, Journal of Financial Services Marketing About the Author Shih-Lun is Associate Professor of Communication at the University of Connecticut - Stamford, USA.