# Financial Dimensions of Marketing Management

**FRANK H. MOSSMAN**

**Michigan State University**
**East Lansing, Michigan**

**W. J. E. CRISSY**

**Michigan State University**
**East Lansing, Michigan**

**PAUL M. FISCHER**

**University of Wisconsin-Milwaukee**
**Milwaukee, Wisconsin**



**A Ronald Press PUBLICATION**

**JOHN WILEY & SONS**
**New York • Chichester • Brisbane • Toronto**

# Contents

both the financial and marketing executives. It must also be understood that the performance of a segment as an analytic unit is usually not the direct responsibility of any one manager but rather reflects the interaction of many members of the management team. Emerging developments in marketing efficiency are studied. Issues in salesmen's motivation and incremental performance measures are explained. It is also suggested that nonfinancial productivity measures be utilized to supplement financial measures.