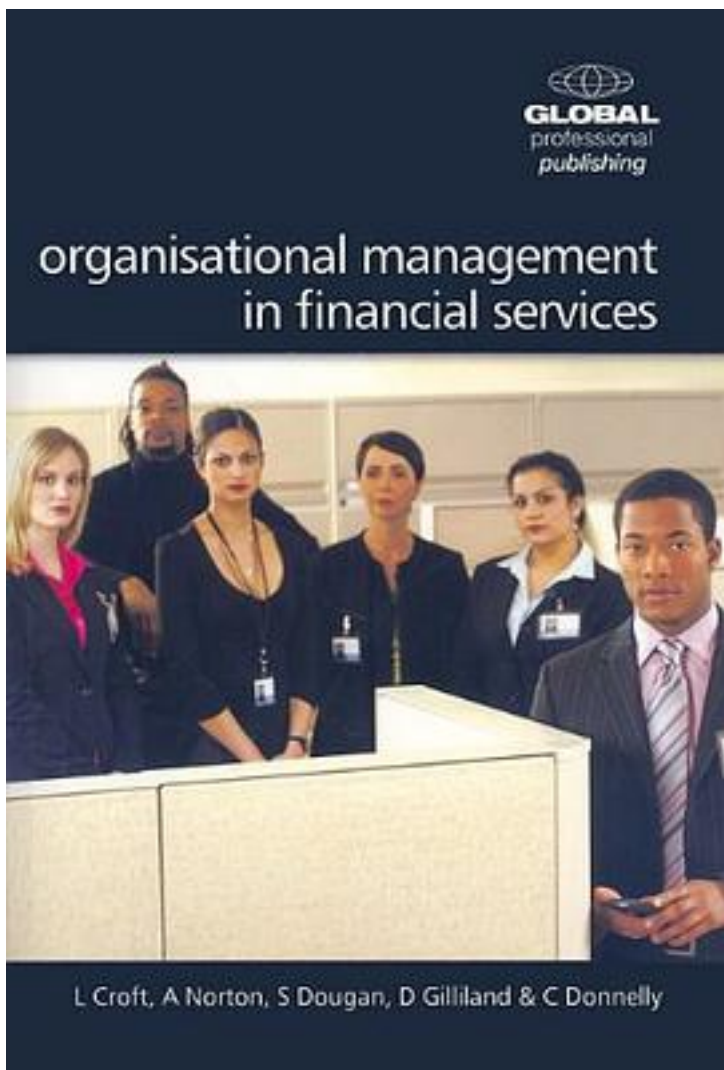


# Organisational Management in Financial Services



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This text looks at the basic financial information an organization needs to have available, the presentation and uses of this information and what it can tell management about the profitability and efficiency of its operations. The efficient management of human resources is a vital aspect in the successful running of any business. It looks at various elements of staff management from both theoretical and operational perspectives. It explores the methods of structuring the management of systems designed to ensure appropriate control of key areas such as costs, risks, quality standards and communication. It also draws together the key elements of a successful marketing strategy in the financial services environment. In addition, it examines the key issues relating to the design and development of appropriate products and services that effectively fulfill customer needs in a variety of market segments.

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