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## Modern Marketing: Principles and Practices

By Bagavathi, R.S.N. Pillai

S. Chand & Company Ltd, 2013. Softcover. Book Condition: New. 4th edition. 1. The revised and updated edition of the book Modern Marketing caters to the needs of students of marketing to meet the current difficult situations of business. 2. Nine new chapters have been added in this latest edition. 3. The matter is presented in simple and lucid language. 4. Important concepts have been highlighted to enable students for a quick glance. 5. A number of case studies have been included.

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