



Marketing Management(Pb)

By Amar Jyoti

2009. Paper Back. Condition: New. 319 This book gives emphasis on the latest trends and developments in marketing with stress on the significance of communication between marketing an all the other fields of the business. It introduces successful tactical market planning, and gives examples of market focused, original and customer-drive action. It focuses on customer relationship management, bran building, optional market channels, an international marketing. Topics included are customer satisfaction, strategic planning, consumer markets and behaviour, corn petition dealing, strategies and programmes and managing the sales force. About The Author:- Amar Jyoti, with seven years of experience in business management, he is presently associated with IGNOU since January 2005 as research associate. He has published various articles in educational magazines and journals. Contents:- Contents, Preface ix, 1. Introduction to Marketing 1, Definition of Marketing, Evolution of Marketing, Marketing, Framework, Extending the Traditional Boundaries of Marketing, Functions of Marketing, Creating a Customer, Three Concepts, The, Production Concept, The Selling Concept, The Marketing Concept, Changing, Relationship Marketing, The Societal Marketing Concept, Holistic Marketing Approach, Marketing Mix, The Marketing Mix, Coherency, The Marketing Mix Dynamics, Defining and Delivering, Customer Value and Satisfaction, Value Chain, Benchmarking, Delivery, Network, Conclusion, 2. Marketing Environment 29, Introduction,...



Reviews

It becomes an incredible book that we actually have possibly study. It really is rally exciting through studying period of time. I am very easily could get a satisfaction of reading through a written book.

-- Gianni Hoppe

A really awesome pdf with perfect and lucid reasons. It is actually rally fascinating throgh reading period of time. Your lifestyle period will probably be transform as soon as you total looking over this ebook.

-- Alford Kihn

Other Books



Career Planning Resources a Comprehensive

Guide

2014. Paper Back. Condition: New. 784 About the book:- The choice of a career is one of the most fundamental choices in a student's life. One cannot, therefore, let one's CAREER CHOICE be left to chance. One needs to consider carefully before...



Modern Thought For Higher Education

2010. Paper Back. Condition: New. 224 This book summarises in a lightsome manner unique innovative logics for human resource development. Abundance of ideas is there for the unification of knowledge. The unrestricted theme shows potential for providing a final engineered touch for...



Babri Masjid, 25 Years

On

2018. Paper Back. Condition: New. 232 ABOUT THE BOOK:- The date 6 December, 2017 marks the twenty-fifth anniversary of the demolition of Babri Masjid in Ayodhya when a violent mob attacked and brought down the medieval structure. The event dramatically altered the



Adult and Non Formal Education (Pb)

2010. Paper Back. Condition: New. 350 Adult and Non formal Education" is very interesting as well as informative book. The editor has put in all the hues, shades and color of Life Long education. This book describes, explains, evaluates and even theorizes,...



Process instrumentation and automation (chemical biological and other light food and pharmaceutical process environment applicable to general categories of professional higher education teaching second Five)

paperback. Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Pages Number: 197 Publisher: Machinery Industry Pub. Date :2011-08-01 version 1. this book by Linde Jie editor of the chemical instrumentation and...



Nandigram Bio-Cultural and Ecological

2016. Hardcover. Condition: New. 171 ABOUT THE BOOK:- Nandigram, a riverine village in southern West Bengal, is well known all over the globe after the tragedy in 2007 on the conflicting issue of proposed land acquisition for petro-chemical hub. The movement itself...