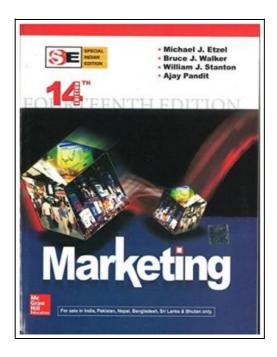
Marketing (Special Indian Edition)



Filesize: 6.36 MB

Reviews

Extensive guide! Its this sort of very good study. It is actually full of knowledge and wisdom I found out this pdf from my i and dad suggested this ebook to understand.

(Melany Bogisich)

MARKETING (SPECIAL INDIAN EDITION)



McGraw Hill Education, 2009. Softcover. Condition: New. 5th or later edition. This completely updated edition of the well-known text book on Marketing attempts to make the discussion contemporary. It features in-text and boxed examples that highlight global issues, ethics, and applied decision making. Other themes integrated within the text include technology, global marketing, customer relationship management, small business, and entrepreneurship. This special Indian edition adds local flavour to the text, making it even more interesting for the students and practitioners of marketing in India. TABLE OF CONTENTS: Part One: Nature And Scope Of Marketing 1. The Field of Marketing 2. The Dynamic Marketing Environment 3. Global Markets and Marketing Part Two: Identifying And Selecting Markets 4. Consumer Markets and Buying Behavior 5. Business Markets and Buying Behavior 6. Market Segmentation, Targeting and Positioning 7. Marketing Research and Market Information Part Three: Product 8. Product Planning and Development 9. Product-Mix Strategies 10. Brands, Packaging, and Other Product Features 11. Services Marketing Part Four: Price 12. Price Determination 13. Pricing Strategies Part Five: Distribution 14. Channels of Distribution 15. Retailing 16. Wholesaling and Physical Distribution Part Six: Promotion 17. Integrated Marketing Communications 18. Personal Selling and Sales Management 19. Advertising, Sales Promotion, and Public Relations Part Seven: Managing The Marketing Effort 20. Strategic Marketing Planning 21. Marketing Implementation and Evaluation 22. Marketing and the Information Economy Printed Pages: 904.



See Also



Modern Marketing: Principles and Practices

S. Chand & Company Ltd, 2016. Softcover. Condition: New. 5th or later edition. 1. The revised and updated edition of the book Modern Marketing caters to the needs of students of marketing to meet the...

Read Document

>>



Linux Administration: A Beginner's Guide (Sixth Edition)

McGraw Hill Education, 2012. Softcover. Condition: New. 5th or later edition. Essential Linux Management Skills Made Easy Effectively deploy and maintain Linux and other Free and Open Source Software (FOSS) on your servers or entire...

Read Document

>>



VBA for Modelers: Developing Decision Support Systems with Microsoft Office Excel (Third Edition)

South Western/Cengage Learning India, 2012. Softcover. Condition: New. 3rd edition. BA FOR MODELERS, 3e, International Edition helps students gain valuable experience in automating simple but repetitive spreadsheet tasks, as well as developing decision support systems...

Read Document

»



Marketing Of Agricultural Products, 9Th Edn

Pearson India. Softcover. Condition: New. Brand New, International Edition, ISBN, Cover, Binding and image may differ but contents similar to U.S. Edition, Printed in Black & White. End Chapter Exercises may differ. No CD/Access code....

Read Document

»



Business Communication Essentials 6th Edition

Pearson, USA, 2014. Softcover. Condition: New. 6th Edition. New in shrink wrap. Cover may have some minor wear from storage or shipping. Comes with MyBCommLab Multiple copies available this title. Quantity Available: 2. Shipped Weight....

Read Document

,,