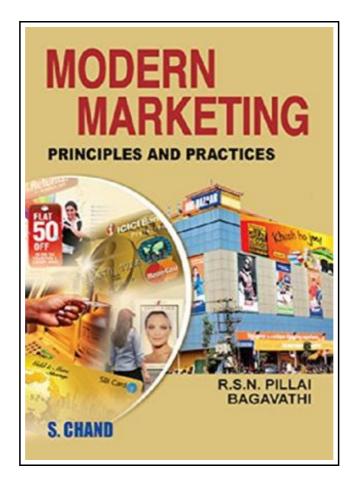
Modern Marketing: Principles and Practices



Filesize: 6.8 MB

Reviews

Very beneficial to any or all group of folks. I was able to comprehended everything using this composed e ebook. I am pleased to inform you that here is the finest publication i have study inside my individual daily life and might be he very best pdf for actually.

(Brielle Hilpert)

MODERN MARKETING: PRINCIPLES AND PRACTICES



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. Contents: 1. MARKET AND MARKETING 2. MODERN MARKETING CONCEPT 3. MARKETING SYSTEM, MARKETING MIX, MARKETING FUNCTION 4. BUYING, ASSEMBLING AND SELLING 5. TRANSPORTATION 6. STORAGE AND WAREHOUSES 7. STANDARDISATION AND GRADING 8. MARKETING FINANACE 9. MARKETING RISK 10. MARKETING INFORMATION AND RESEARCH 11. MARKETING MANAGEMENT 12. MARKETING STRATEGY AND PLANNING 13. MARKETING ENVIRONMENT 14. MARKET SEGMENTATION 15. MARKET TARGETING AND POSITIONING 16. PRODUCT PLANNING 17. MANAGING THE PRODUCT DEVELOPMENT 18. PRICING STRATEGY 19. PRODUCT RELATED STRATEGY 20. CONSUMER BEHAVIOUR 21. THE INDIAN CONSUMERS 22. CONSUMERISM 23. LAW RELATING TO SALE OF GOODS 24. THE PROMOTIONAL PROGRAMME 25. SALES PROMOTION 26. ADVERTISING 27. PERSONAL SELLING 28. SALES ORGANISATION 29. SALES FORCE MANAGEMENT 30, CONTROL OF SALES FORCE 31, SALES FORECAST 32, REMUNERATION TO SALESMAN 33. CHANNELS OF DISTRIBUTION-I 34. CHANNELS OF DISTRIBUTION-II 35. MARKETING OF CONSUMER GOODS 36. MARKETING OF INDUSTRIAL GOODS 37. MARKETING OF SECURITIES 38. MARKETING OF AGRICULTURAL GOODS 39. THE MARKETING OF SERVICES 40. REGULATED MARKETS CASE STUDIES 41. ORGANISED MARKETS 42. CO-OPERATIVE MARKETING 43. MARKETING CONTROL 44. INTERNATIONAL MARKETING 45. RURAL MARKETING 46. MARKETING AND SOCIETY 47. E-BUSINESS 48. TOTAL QUALITY MANAGEMNT 49. RECENT TREND IN MARKETING Printed Pages: 592.

Read Modern Marketing: Principles and Practices Online
Download PDF Modern Marketing: Principles and Practices

You May Also Like



Crochet: Learn How to Make Money with Crochet and Create 10 Most Popular Crochet Patterns for Sale: (Learn to Read Crochet Patterns, Charts, and Graphs, Beginner's Crochet Guide with Pictures)

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. Getting Your FREE Bonus Download this book, read it to the end and...

Read ePub »



EU Law Directions

Oxford University Press, United Kingdom, 2014. Paperback. Book Condition: New. 4th ed.. 242 x 188 mm. Language: English . Brand New Book. With a readable and modern writing style, EU Law Directions clearly explains the...

Read ePub »



Scapegoat: The Jews, Israel, and Women's Liberation

Free Press. Hardcover. Book Condition: New. 0684836122 Never Read-12+ year old Hardcover book with dust jacket-may have light shelf or handling wear-has a price sticker or price written inside front or back cover-publishers mark-Good Copy-...

Read ePub »



Twitter Marketing Workbook: How to Market Your Business on Twitter

Createspace Independent Publishing Platform, United States, 2016. Paperback. Book Condition: New. Workbook. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****. Twitter Marketing Workbook 2016 Learn how to market your...

Read ePub »



The genuine book marketing case analysis of the the lam light. Yin Qihua Science Press 21.00(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date :2007-01-01 Pages: 244 Publisher: Science Press Welcome Our service and quality...

Read ePub »