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Modern Marketing: Principles and Practices

By Bagavathi, R.S.N. Pillai

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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 FINANCE 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

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CONTROL OF SALES FORCE 31. SALES...



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