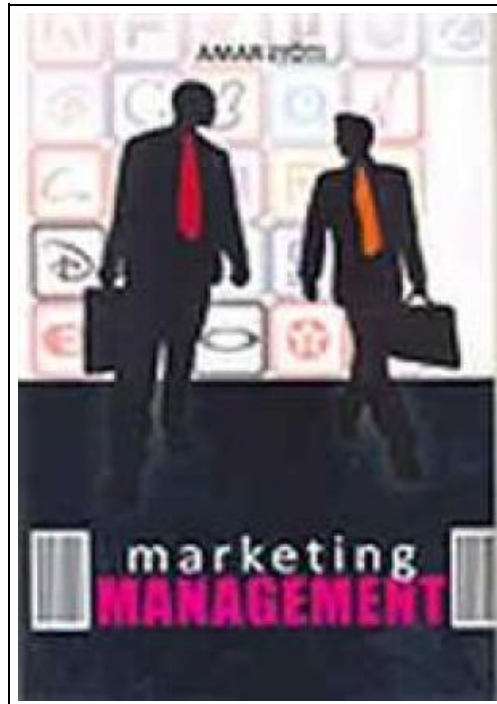


Marketing Management(Pb)



Filesize: 5.39 MB

Reviews

The book is straightforward in go through better to understand. it had been writtern quite flawlessly and valuable. You can expect to like the way the author publish this book.

(Reyes Murphy)

MARKETING MANAGEMENT(PB)**DOWNLOAD**

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 and 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, brand building, optional market channels, an international marketing. Topics included are customer satisfaction, strategic planning, consumer markets and behaviour, competition 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, Environment Analysis, The Structure of the Marketing Environment, The Micro and Macro Environment, Environmental, Scanning, Macro Environmental Analysis, Demographic Environment, Economic Environment, Government Environment, Legal, Environment, Political Environment, Cultural Environment, Technological Environment, Global Environment, Micro, Environmental Analysis, Consumer, Competitors, Company, Market, Suppliers, Intermediaries, Public, Customer Analysis, Customer, Segmentation, Customer Motivation, Price Sensitivity of Customers, Unmet Needs, Competitor Analysis, Evaluating the Competitors, Understanding the Competitors, Market Analysis, Company Analysis, Modern Complex Marketing System, Advertising Agencies, Marketing, Research Firms, Retailing, Freight Transportation, Direct Marketing, Public Relations Consultancy Firms, Event Management Firms, Conclusion, 3. Changing Marketing Practices 51, Introduction, Customer Concept, Relationship Marketing,...

[Read Marketing Management\(Pb\) Online](#)[Download PDF Marketing Management\(Pb\)](#)

Related Kindle 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...

[Read PDF](#)

»



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...

[Read PDF](#)

»



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...

[Read PDF](#)

»



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...

[Read PDF](#)

»



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...

[Read PDF](#)

»