

**Marketing Management , 1/e**

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**About the Book**

This book applies marketing thinking to the complete spectrum of marketing: core concept & importance, consumer and business markets, theories of retail, communication process, successful approaches to CRM, patterns of market segmentation, and global marketing.

This book focuses on the practical applications of marketing techniques and the management of a firm's marketing resources and activities. It presents a framework for analyzing buyer behaviour and managing personal communication. The core objective of this book is to provide clear views on Marketing Management. It includes marketing mix and basics of marketing as its main part. It contains examples as well as case studies, self assignments which make it suitable for undergraduate as well as for postgraduate level streams.

**Salient Features**

- Marketing and its Environment
- Green Marketing
- Marketing Research and Buyer Behaviour
- Market Segmentation and Marketing Mix
- Product Management
- Pricing Strategies
- Distribution and Public Policy
- Marketing Communication and Promotional Strategies
- Marketing of Services
- Managing Personal Communication
- Rural Marketing
- Rural Consumer Behaviour
- Word-of-Mouth(WOM) Communication
- International & Global Marketing Management
- Product Life Cycle
- 60 self assignments for practice
- 75 case studies
- Exhaustive bibliography

**Table of Contents**

- Introduction to Marketing
- Concepts of Marketing
- Green Marketing/Marketing Research
- Segmentation/Target Markets
- Analyzing Consumer Markets
- Marketing Mix/ Customer Satisfaction
- PLC(Product Life Cycle)
- Product Pricing
- Price wars
- Services

**About the Author**

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