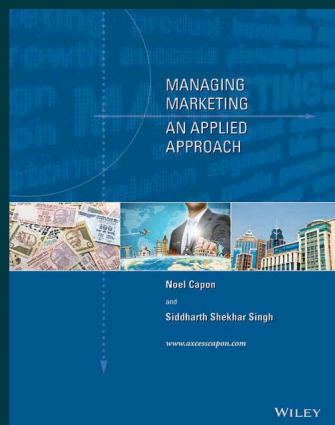




Managing Marketing: An Applied Approach

By Noel Capon, Siddharth Shekhar Singh

Paperback

9788126548514

₹2,499.00

Pages: 916

Description

Marketing is the source of insight about the market, customers, competitors and complementors and the business environment in general. Marketing is concerned with the companies long run relationships with customers as well as its short run sales activity. Thus marketing is a major organizational thrust, not just a responsibility assigned to a single functional department. For this reason, Managing Marketing - An Applied Approach emphasizes the role of marketing in creating value for customers -this leads to the creation of value for other firm stakeholders, including shareholders and employees. Managing Marketing - An Applied Approach is about understanding how to develop market strategy, implement market offers and manage the marketing process.

Resources

About the Author

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Noel Capon is the R. C. Kopf Professor of International Marketing and past Chair of the Marketing Division, Graduate School of Business, Columbia University.

Professor Capon contributes extensively to Columbia Business Schools Executive Education. He is the Founding Director of Managing Strategic Accounts and the Global Account Manager Certification program in conjunction with St. Gallen University (Switzerland). He teaches on Columbias Full-time MBA and Executive MBA (EMBA) programs and its partner program with London Business School. He founded and directed the Advanced Marketing Management Program in conjunction with CEIBS. He also designs, directs and teaches in numerous custom programs for major corporations globally. In 2001, Professor Capon co-founded The Chief Sales Executive Forum, offering multiple educational opportunities for sales and account management leaders.

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