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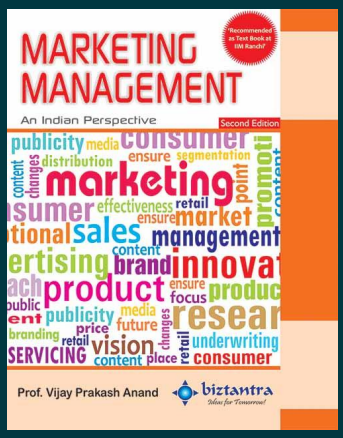

Marketing Management: An Indian Perspective, 2ed

By Vijay Prakash Anand

Paperback 9789351198253 ₹899.00

Pages: 552

Description

This book ‘Marketing Management – An Indian Perspective’ covers the fundamental concepts in marketing with the contemporary issues in marketing from an Indian perspective. This hands-on guide with real life Indian examples shall help you understand and utilize various marketing concepts and tools to identify and fulfill the customers’ needs. Right from the basics and overview of Marketing, it covers market oriented strategic planning, marketing research, segmentation, targeting and positioning, competition, consumer and business markets, branding, new product development, pricing, distribution strategies and integrated marketing communications in fifteen chapters.

About the Author

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