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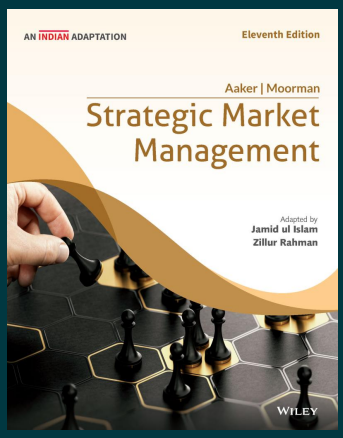

Strategic Market Management, 11ed, (An Indian Adaptation)

By David A. Aaker , Christine Moorman, Jamid Ul Islam, Zillur Rahman

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Description

This Indian adaptation is revised to benefit students develop a comprehensive understanding of various aspects of strategic market management and strategic decision making. The chapters have been thoroughly revised with the addition of new topics including Marketing Myopia, DESTEP Framework, Customer Engagement, Brand Love, and many others. A new set of cases and examples relevant to the Indian scenario have been added, which provide students the opportunity to relate better to and apply the knowledge gained from the text. There are updated end-of-chapter cases reflecting the best digital and global practices to help learners understand how the strategic decisions and actions of a variety of companies and industries shape their future.

About the Author

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