

## Marketing Management (Second Edition)

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## Reviews

Simply no words and phrases to clarify. It really is full of knowledge and wisdom You wont feel monotony at at any moment of the time (that's what catalogs are for relating to when you question me).

(Paolo Spinka)

## MARKETING MANAGEMENT (SECOND EDITION)



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Asian Books Pvt. Ltd, 2009. Softcover. Book Condition: New. 2nd edition. This book is a comprehensive coverage of the entire syllabi of Marketing Management for BBA, BBS, PGDM, MBA & M.Phill Programmes of Indian Universities and B-School including W.B. Technical Universities, UPTU and others. The book has been written in a unique style with simple language and numerous examples with case studies. Management Students will find the book friendly and very helpful. Marketing Management and Corporate Leaders would greatly benefit by using the book for specific purposes. Table of Contents Marketing Management Marketing Functions Innovation in Marketing Consumer Behaviour Product Pricing Channels of Distribution Promotion and Promotional Mix Sales Management Distribution Management Sales Promotion Marketing Export Management International Marketing Globalisation Advertising Case Studies Various Related Laws Technology Marketing Bibliography. Printed Pages: 608.

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