



Marketing (Special Indian Edition)

By Ajay Pandit, Bruce Walker, Michael Etzel, William Stanton

McGraw Hill Education, 2009. Softcover. Book Condition: New. 5th or later edition. This completely updated edition of the well-known text book on Marketing attempts to make the discussion contemporary. It features in-text and boxed examples that highlight global issues, ethics, and applied decision making. Other themes integrated within the text include technology, global marketing, customer relationship management, small business, and entrepreneurship. This special Indian edition adds local flavour to the text, making it even more interesting for the students and practitioners of marketing in India. TABLE OF CONTENTS: Part One: Nature And Scope Of Marketing 1. The Field of Marketing 2. The Dynamic Marketing Environment 3. Global Markets and Marketing Part Two: Identifying And Selecting Markets 4. Consumer Markets and Buying Behavior 5. Business Markets and Buying Behavior 6. Market Segmentation, Targeting and Positioning 7. Marketing Research and Market Information Part Three: Product 8. Product Planning and Development 9. Product-Mix Strategies 10. Brands, Packaging, and Other Product Features 11. Services Marketing Part Four: Price 12. Price Determination 13. Pricing Strategies Part Five: Distribution 14. Channels of Distribution 15. Retailing 16. Wholesaling and Physical Distribution Part Six: Promotion 17. Integrated Marketing Communications 18. Personal Selling and Sales Management 19. Advertising, Sales...



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