



Marketing Management (Second Edition)

By S.K. Sarangi

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.Phil 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 Strategy Marketing Research Special Marketing Business and Marketing Ethics in Business and Marketing Export Management International Marketing Globalisation Advertising Case Studies Various Related Laws Technology Marketing Bibliography. Printed Pages: 608.



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