



## Modern Marketing: Principles and Practices

By Bagavathi,R.S.N. Pillai

S. Chand & Company Ltd, 2013. Softcover. Book Condition: New. 4th edition. 1. The revised and updated edition of the book Modern Marketing caters to the needs of students of marketing to meet the current difficult situations of business. 2. Nine new chapters have been added in this latest edition. 3. The matter is presented in simple and lucid language. 4. Important concepts have been highlighted to enable students for a quick glance. 5. A number of case studies have been included.

Contents: 1. MARKET AND MARKETING 2. MODERN MARKETING CONCEPT 3. MARKETING SYSTEM, MARKETING MIX, MARKETING FUNCTION 4. BUYING, ASSEMBLING AND SELLING 5. TRANSPORTATION 6. STORAGE AND WAREHOUSES 7. STANDARDISATION AND GRADING 8. MARKETING FINANCE 9. MARKETING RISK 10. MARKETING INFORMATION AND RESEARCH 11. MARKETING MANAGEMENT 12. MARKETING STRATEGY AND PLANNING 13. MARKETING ENVIRONMENT 14. MARKET SEGMENTATION 15. MARKET TARGETING AND POSITIONING 16. PRODUCT PLANNING 17. MANAGING THE PRODUCT DEVELOPMENT 18. PRICING STRATEGY 19. PRODUCT RELATED STRATEGY 20. CONSUMER BEHAVIOUR 21. THE INDIAN CONSUMERS 22. CONSUMERISM 23. LAW RELATING TO SALE OF GOODS 24. THE PROMOTIONAL PROGRAMME 25. SALES PROMOTION 26. ADVERTISING 27. PERSONAL SELLING 28. SALES ORGANISATION 29. SALES FORCE MANAGEMENT 30. CONTROL OF SALES FORCE 31. SALES...



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