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## Marketing Management(Pb)

By Amar Jyoti

2009. PaperBack. Book Condition: New. 319 This book gives emphasis on the latest trends and developments in marketing with stress on the significance of communication between marketing and all the other fields of the business. It introduces successful tactical market planning, and gives examples of market focused, original and customer-drive action. It focuses on customer relationship management, brand building, optional market channels, and international marketing. Topics included are customer satisfaction, strategic planning, consumer markets and behaviour, competition dealing, strategies and programmes and managing the sales force.

About The Author:- Amar Jyoti, with seven years of experience in business management, he is presently associated with IGNOU since January 2005 as research associate. He has published various articles in educational magazines and journals.

Contents:- Contents, Preface ix, 1. Introduction to Marketing 1, Definition of Marketing, Evolution of Marketing, Marketing, Framework, Extending the Traditional Boundaries of Marketing, Functions of Marketing, Creating a Customer, Three Concepts, The Production Concept, The Selling Concept, The Marketing Concept, Changing, Relationship Marketing, The Societal Marketing Concept, Holistic Marketing Approach, Marketing Mix, The Marketing Mix, Coherency, The Marketing Mix Dynamics, Defining and Delivering, Customer Value and Satisfaction, Value Chain, Benchmarking, Delivery, Network, Conclusion, 2. Marketing Environment 29, Introduction,...



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