

Marketing Management

Amar Jyoti

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Amar Jyoti : Marketing Management before purchasing it in order to gage whether or not it would be worth my time, and all praised Marketing Management:

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 new views in successful tactical market planning, and gives examples of market- focused, original and customer-driven 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 programs and managing the sales force. This volume is ideal for students and marketing managers who want to gain their understanding of the key issues of marketing along with the opportunities and needs of the market in contemporary times.