



Principle of Marketing: Marketing Management-I

By S.K. Sarangi

Asian Books Pvt. Ltd, 2011. Softcover. Book Condition: New. This book is a comprehensive coverage of the entire syllabi of Principles of Marketing for BBA (H) 4th Semester and MBA Curriculum of W.B. Technical University and Other Indian Universities and B-Schools. The book has been written in a unique style with simple language and numerous examples and case studies. There are probable questions for each chapter and in addition the question bank is provided at the end of the book to help the students to prepare for the examinations. A Glossary of Marketing given in the book would provide meaning for various marketing phases. Table of Contents Marketing Management Marketing Functions Innovation in Marketing Consumer Behaviour Product Pricing Channels of distribution & Physical Distribution Promotion and Promotional Mix Marketing Strategy Marketing Research Glossary of Marketing Special Marketing Question Bank. Printed Pages: 352.



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