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in the modern world every individual indulges in marketing process in a variety of forms and at all places be it buying of goods or services dealing with customers applying for a job joining a club drinking tea or offering coffee in fact marketing is an extensive social and managerial process by which individuals and groups obtain what they need and want through creating offering and exchanging products of value with others keeping in view the increasing importance of marketing the present book a practical approach to marketing management makes an in depth study of marketing management and aims to provide for the ambitious students a comfortable genuine and firm grasp of key concepts of the subject in a pleasantly lucid style with a minimum of jargon the main attraction of the book is the manner in which the fundamentals of marketing have been explained so as to enable the students not only to acquire theoretical knowledge of the subject but also to apply them when needed in the real time marketing situations the present book includes in its wide spectrum all the core concepts of marketing relationship between exchange and marketing dynamic marketing environment strategies of marketing planning marketing research and information systems demand and sales forecasting market segmentation differentiation and positioning branding and packaging price determination marketing channels retailing and franchising advertising sales promotion and public relations sales management

marketing in service sectors and international industrial and rural marketing to name but a few the book explicitly explains the consumer behaviour and social responsibility of marketing and analyses the levels of competition involved in marketing a practical approach to each topic well illustrated with rich examples from the indian marketing environment makes the book easily accessible to the average readers in addition practical case studies and analytical questions as well as marketing quiz provided at the end of each chapter would help the students of the management in self study and self assessment the book would be highly useful to the corporate executives and entrepreneurs besides the students and teachers of the subject

although marketing related expenses are a significant portion of most organizations budgets it is often frustrating for those with budget oversight to get a clear picture of the returns on their marketing investment this engaging book offers practical ways for non marketing managers and executives to measure and improve marketing returns it gives you the tools you need to be able to correctly assess the potential of your marketing and accurately evaluate the returns you ll learn why market leaders achieve significantly greater returns on their marketing than others within their market the 3 main reasons most marketing plans fail to live up to their potential and the steps you must take to avoid these pitfalls how to evaluate your marketing investment s likely roi before you invest the money when and how to assess the financial returns of your marketing efforts how well your own organization is performing in the management of its marketing investments the book includes case studies from companies of various sizes and in a cross section of industries including not for profits 4 tests to use prior to the approval of a marketing budget a marketing performance evaluation tool to assess and improve your organization s marketing management

this handbook consists of 19 chapters which review mainstream hospitality marketing research topics and set

directions for future research efforts it provides reviews and discussions reviewing hospitality marketing research by topic as well as illustrating how theories and concepts can be applied in the hospitality industry

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