

The New Conceptual Selling

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india is one of the emerging markets that pose a unique set of challenges to marketers the importance of the context and the usefulness of concepts in the indian context is the core proposition of the book the diversity of a mix of factors such as cultural aspects lifestyles demographics and unbranded offerings make consumer behaviour a fascinating study this book focuses on the behavioural principles of marketing and its application to branding in the indian context consumer behaviour concepts associated with branding a combination of recent and traditional examples reflecting the application of behavioural concepts touch of reality boxes to indicate context based examples caselets and cases drawn from real life situations research findings associated with the indian context topical issues in consumer behaviour like cultural aspects digital marketing and experiential branding

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