



Applied Case Studies in Marketing

By S. Shajahan

Primus Books, Delhi, 2011. Soft cover. Condition: New. 556pp. The 2008 Recession Brought To The Fore One Of The Most Significant Criticisms Levelled At Higher Education: That Business Education Did Not Prepare Students To Deal With Market Turbulence. B-Schools Realized That To Remain Viable, Both The Process And Content Of Marketing Curriculum Had To Be Substantially Revised To Match The Needs Of Global Businesses, Especially In Times Of Market Turbulence. This Book Focuses On The Analysis Of The Marketing Environment, Stp Marketing, Relationship Marketing And Internet-Based Marketing. These Come Supported With Visuals, Insights And Illustrations From Current Marketing Trends. While Focusing On Swot, Pest Anosff Matrix/ Ge Matrix, Five Forces Model And Stp Marketing, The Emphasis On Basic Marketing Principles Has Been Reduced. The Enclosed Cd Contains Presentations Strongly Grounded In It-Enabled Marketing And 4 Sections On Concept, Product And Sector Focus; Corporate Insights; Suggested Readings And; Working Projects. Salient Features Carries Substantial Coverage Of It-Enabled Marketing Concepts And Marketing Campaigns, Companies And Packages In The Current Marketing Environment. Discusses Marketing Post-Recession, And Specifically The Indian Market, In The Post-Recession Scenario. E.G., Hindustan Unilever Ltd And Even Smaller Retail Enterprises Like Vishal Retail, Subhiksha Stores, Big Bazaar And Food Bazaar....



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