



## Modern Marketing: Principles and Practices

By Bagavathi,R.S.N. Pillai

S. Chand & Company Ltd, 2013. Softcover. Book Condition: New. 4th edition. 1. The revised and updated edition of the book Modern Marketing caters to the needs of students of marketing to meet the current difficult situations of business. 2. Nine new chapters have been added in this latest edition. 3. The matter is presented in simple and lucid language. 4. Important concepts have been highlighted to enable students for a quick glance. 5. A number of case studies have been included. Contents: 1. MARKET AND MARKETING 2. MODERN MARKETING CONCEPT 3. MARKETING SYSTEM, MARKETING MIX, MARKETING FUNCTION 4. BUYING, ASSEMBLING AND SELLING 5. TRANSPORTATION 6. STORAGE AND WAREHOUSES 7. STANDARDISATION AND GRADING 8. MARKETING FINANCE 9. MARKETING RISK 10. MARKETING INFORMATION AND RESEARCH 11. MARKETING MANAGEMENT 12. MARKETING STRATEGY AND PLANNING 13. MARKETING ENVIRONMENT 14. MARKET SEGMENTATION 15. MARKET TARGETING AND POSITIONING 16. PRODUCT PLANNING 17. MANAGING THE PRODUCT DEVELOPMENT 18. PRICING STRATEGY 19. PRODUCT RELATED STRATEGY 20. CONSUMER BEHAVIOUR 21. THE INDIAN CONSUMERS 22. CONSUMERISM 23. LAW RELATING TO SALE OF GOODS 24. THE PROMOTIONAL PROGRAMME 25. SALES PROMOTION 26. ADVERTISING 27. PERSONAL SELLING 28. SALES ORGANISATION 29. SALES FORCE MANAGEMENT 30. CONTROL OF SALES FORCE 31. SALES...



**READ ONLINE**  
[ 4.33 MB ]

### Reviews

*Certainly, this is actually the very best job by any author. It really is rally exciting through studying time. You may like how the blogger write this pdf.*  
-- Rudolph Jones MD

*Completely essential go through ebook. I was able to comprehended almost everything using this created e pdf. You will not sense monotony at anytime of your time (that's what catalogs are for relating to if you request me).*  
-- Timmothy Schulist

## Other Books



### [Crochet: Learn How to Make Money with Crochet and Create 10 Most Popular Crochet Patterns for Sale: \( Learn to Read Crochet Patterns, Charts, and Graphs, Beginner s Crochet Guide with Pictures\)](#)

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Getting Your FREE Bonus Download this book, read it to the end and see BONUS: Your FREE Gift chapter after...



### [EU Law Directions](#)

Oxford University Press, United Kingdom, 2014. Paperback. Book Condition: New. 4th ed.. 242 x 188 mm. Language: English . Brand New Book. With a readable and modern writing style, EU Law Directions clearly explains the key topics and developments in this fast-paced...



### [Scapegoat: The Jews, Israel, and Women's Liberation](#)

Free Press. Hardcover. Book Condition: New. 0684836122 Never Read-12+ year old Hardcover book with dust jacket-may have light shelf or handling wear-has a price sticker or price written inside front or back cover-publishers mark-Good Copy- I ship FAST with FREE tracking!! \*...



### [Twitter Marketing Workbook: How to Market Your Business on Twitter](#)

Createspace Independent Publishing Platform, United States, 2016. Paperback. Book Condition: New. Workbook. 279 x 216 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Twitter Marketing Workbook 2016 Learn how to market your business on Twitter for free A best-selling...



### [The genuine book marketing case analysis of the the lam light. Yin Qihua Science Press 21.00\(Chinese Edition\)](#)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2007-01-01 Pages: 244 Publisher: Science Press Welcome Our service and quality to your satisfaction. please tell your friends...



### [The Official eBay Guide: To Buying, Selling and Collecting Just About Everything](#)

Simon & Schuster Ltd. Paperback. Book Condition: new. BRAND NEW, The Official eBay Guide: To Buying, Selling and Collecting Just About Everything, Laura Fisher Kaiser, Michael Kaiser, Omidyar, Pierre, HAPPY HUNTING(TM) ON eBay Aunt Fannie's cameo pin collection.the cartoon-character lunch boxes you...