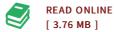




# Principle of Marketing: Marketing Management-I

#### 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 an 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.



#### Reviews

Very helpful to all of group of men and women. It can be writter in easy terms instead of confusing. You will like how the writer write this book. -- Dr. Daren Mitchell PhD

A fresh e-book with a brand new point of view. It really is packed with knowledge and wisdom Its been designed in an exceedingly simple way and is particularly simply following i finished reading this publication through which actually modified me, alter the way i really believe. -- Bernhard Russel

## **Other PDFs**

$\rightarrow$

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...

$\rightarrow$

#### 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...

$\rightarrow$	

# Books for Kindergarteners: 2016 Children's Books (Bedtime Stories for Kids) (Free Animal Coloring Pictures for Kids)

2015. PAP. Book Condition: New. New Book. Delivered from our US warehouse in 10 to 14 business days. THIS BOOK IS PRINTED ON DEMAND.Established seller since 2000.

	$\geq$
$\rightarrow$	

### Each Peach Pear Plum (Viking Kestrel Picture Books)

Puffin, 1999. Pappbilderbuch. Book Condition: Neu. Neu Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Janet & Allan Ahlberg created many acclaimed picture books from 1975 to shortly before Janet's death in 1994. Allan taught before becoming...

_	$\rightarrow$

#### Books are well written, or badly written. That is all.

GRIN Verlag Okt 2013, 2013. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Essay from the year 2007 in the subject English - Literature, Works, grade: A, The Open University, language: English,...

$\rightarrow$	

#### A Friend in Need Is a Friend Indeed: Picture Books for Early Readers and Beginner Readers

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.LIKE Publishing presents its Reader series. Based on famous proverbs, these readers teach important morals to beginning readers. Suitable for...