

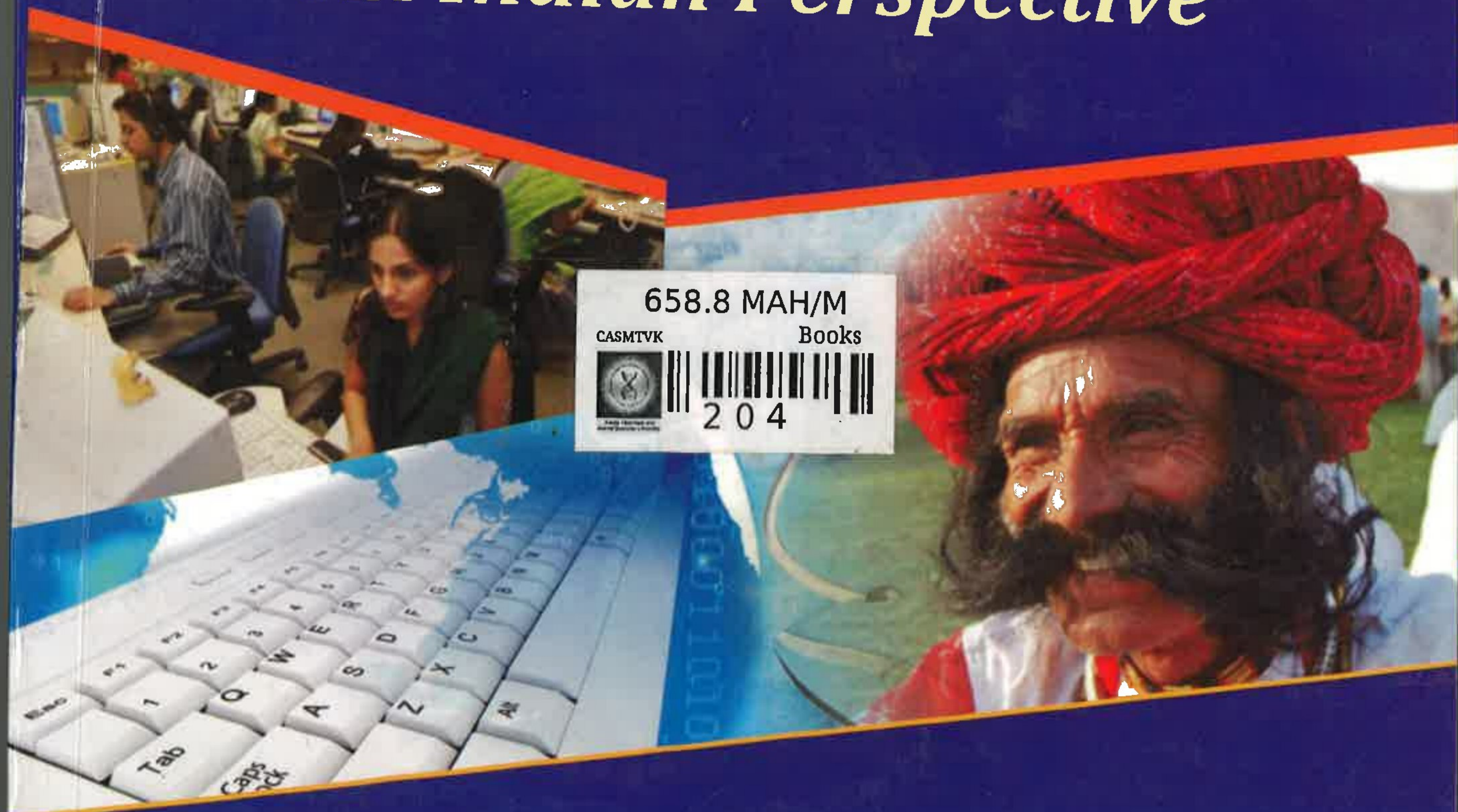
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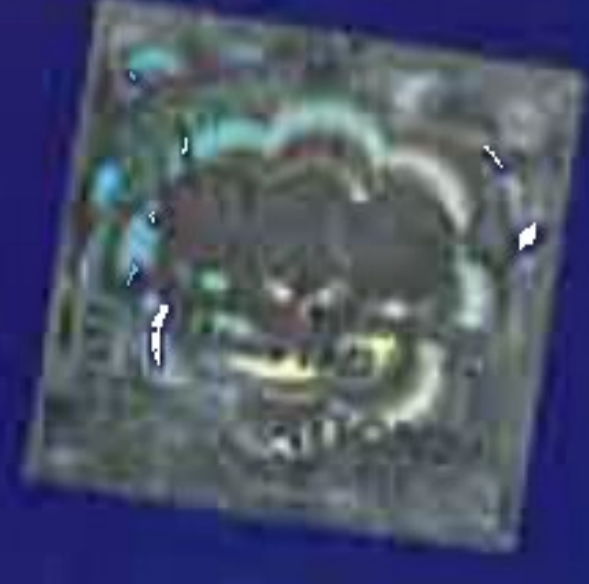
Marketing Management

Text and Cases

An Indian Perspective



658.8 MAH/M
CASMTVK Books
204



Rajendra P. Maheshwari

PREFACE TO SECOND EDITION

A lot of our students have been further added to the text to make it rich and helpful for the faculty and the students. The cases are from Indian sources and therefore, no student should feel alienated by the cases. The cases are selected to illustrate the concepts of marketing and the students are encouraged to study them carefully. The cases are selected to illustrate the concepts of marketing and the students are encouraged to study them carefully. The cases are selected to illustrate the concepts of marketing and the students are encouraged to study them carefully.

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INTRODUCTION TO MARKETING

"There is only one boss. The customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else." — Sam Walton

"If you can imagine it, you can achieve it; if you can dream it, you can become it." — William Arthur Ward

"Coming together is a beginning. Keeping together is progress. Working together is success." — Henry Ford

"Marketing is like playing golf. We do not need a perfect score to win. We only need a better score than our competition." — Willem Burgers

Marketing must be perceived as an investment rather than an expense.
Vinita Bali, Managing Director, Britannia Industries.

CHAPTER OBJECTIVES

After Studying this Chapter Students should be able to Understand:

1. What is the Concept of Marketing?
2. What are the Characteristics of Marketing?
3. What are the Philosophies of Marketing?
4. What is the Scope of Marketing?
5. What is Marketing Myopia and how does it Affect?
6. How does the Process of Marketing go on?
7. How Marketing Today is Different from Yesterday?
8. What is the Significance Importance of Marketing?
9. What are the Reasons of Decline of Marketing?
10. What is Marketing Mix and why is it Criticized?
11. What are the Guidelines to make Marketing Effective?
12. How has Indian Consumer Changed since 1990?
13. What are Various Types of Marketing?
14. Is Customisation the New Mantra for Success?
15. Does Bottom-of -Pyramid Offer New Opportunity to Grow?

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About the Book

There is no dearth of books on marketing, but the book is an improvement over others in the sense that it is truly written from Indian Perspective. It includes most of the examples from India and all Cases are from Corporate India. The Style is logical. Most of the questions are application oriented and their answers have also been given. Lot of time has been invested in preparation of Questions in Statement form, Multiple Choice Questions, Essay type of questions and also other Application Oriented Short Questions. I am sure the students and teachers would find the book useful.

About the Author

Dr. Rajendra P. Maheshwari, a 1971 product of Rajasthan University, after teaching at University Commerce College, Jaipur, during 1971-72, has been teaching at Ramanujan College (Formerly Deshbandhu College – Eve) of University of Delhi since August 1972 to date. He has taught marketing and advertising to Indira Gandhi University MBA students and Honours students of Delhi University since long. He has been a visiting faculty to Department of Commerce, Delhi School of Economics, University of Delhi for M.Com and MIB Courses. His areas of interest include Marketing, International Business, Advertising, Strategic Management, Business Communication and Financial Accounting. He has an extensive interest in association with various educational and professional institutions. He has a book on International Business and co-authored books on Financial Accounting & Auditing, Financial Accounting, Business Organisation, Business Organisation and Management and Corporate Accounting. He has written a number of research papers in reputed journals and for the seminars and conferences and is an honorary adviser to educational institutions including Maheshwari College of Commerce and Arts Jaipur.



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