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Marketing Management

TEXT & CASES



**Dr. C. B. Gutpa
Dr. N. Rajan Nair**

Sultan Chand & Sons

MARKETING MANAGEMENT

TEXT AND CASES

Identify the Market
 Eighty per cent of business comes from 20 per cent of the market. It is therefore, important for you to know your market and remain focussed. That will invariably give you profits.

Learn and Learn
 While writing it is important to talk but more important is to listen. Then you will know exactly what your client wants, and be able to respond accordingly.

Follow Up
 Once you've sold your product, it is important to follow up. That helps in planning your strategy for the future.

Dr. C.B. Gupta
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 Kerala Agricultural University, Kerala

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Five Marketing Mantras That Work Wonders

- **Know Your Product**

To begin with, you must have thorough knowledge of your product and what you're hoping to sell. And more importantly, always know what your competitors are offering, so you can beat them.

- **Plan Your Moves**

When meeting clients, plan every move to the smallest detail. Know your client's profile well and the sale strategy too should be well thought and planned out.

- **Identify the Market**

Eighty per cent of business comes from 20 per cent of the market. It is, therefore, important for you to know your market and remain focussed. That will invariably give your profits.

- **Listen and Learn**

While selling, it is important to talk but more important is to listen. Then you will know exactly what your client wants, and be able to respond accordingly.

- **Follow Up**

Once you've sold your product, it is important to follow up. That helps in planning your strategy for the future.

Ashwani Nayar
Director, Sales, Parkroyal

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Preface

To the Nineteenth Thoroughly Revised Edition

We are grateful to our esteemed readers for using this book in large numbers. Their overwhelming response and appreciation has encouraged us to thoroughly revise and enlarge this book. We are now presenting the new edition before our esteemed readers.

The following topics have been added in the revised edition:

- How to avoid failure of a new product.
- Five Cs of pricing.
- Elements of Public Relations.
- Steps in an ad campaign.
- Main elements in product positioning.
- Importance of physical distribution.
- Service Gap Model.

Some of the distinctive features of the book are as follows:

- Learning Objectives to give a bird's eyeview of the topics covered in each chapter.
- Lucid, concise and simple language.
- Real life illustrations from Indian industry.
- Liberal use of tables and diagrams to illustrate the text.
- Summary at the end of every chapter for quick revision.
- Case Study at the end of each chapter.
- Test Questions culled from examinations of various Universities and Business Schools.
- Select Bibliography for further study.

We sincerely believe that there is always scope for improvement. Therefore, we invite suggestions for further enriching the book.

Dr. C.B. GUPTA

Dr. N. RAJAN NAIR

Entrepreneurship — Text and Cases

Dr. C.B. GUPTA, M.Com., Ph.D., **MHMA**
Ex-Head, Department of Commerce
Shri Ram College of Commerce
University of Delhi, Delhi

Second Edition: 2017 Pages *xvi* + 430 ISBN: 978-93-5161-110-3 Price: ₹ 260

SALIENT FEATURES

- ☆ Chapter outline to indicate the contents of each chapter.
- ☆ Full coverage of the prescribed syllabus.
- ☆ Examples from Indian industry.
- ☆ Tables and diagrams to illustrate the text.
- ☆ Summary for quick revision before the examination.
- ☆ Test Questions for self-test.
- ☆ Case studies and Project Reports.
- ☆ Lucid, simple and easy-to-understand language.

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Book Reviews

This is an indispensable authoritative and well written book on the subject contains several distinctive features.

This book has been written in simple language and has included lucid explanations of questions culled from examinations of various universities and business schools. It has systematic arrangement and analytical presentation. It contains several topics of contemporary interest, *e.g.*, Relationship marketing, Social marketing, Rural marketing, Marketing of services, Strategic marketing, Online marketing and so on. The learning objectives in the beginning of every chapter provide bird's eyeview of the contents.

The tables and diagrams are extensively used to illustrate the text. The case study at the end of every chapter is more useful to the students. It is extremely useful to the students community.

— *Hindecon*, July 2010

This is the Eleventh revised edition of the book which has been written in simple language and has included lucid explanation of questions culled from examinations of various universities and business schools.

Divided into six sections, it starts with introduction and proceeds to product mix, pricing, distribution, promotion, and marketing and society in that order. Each section has been further divided into specific topics and has thus presented 20 chapters in all.

What is more, it has included examples from Indian industry to explain the application of basic concepts and techniques.

— *FACTS FOR YOU*, July, 2010

A very well laid out book written in simple, concise and conversational language which is easily understandable. The topics are dealt with in the most scientific way to the point description. The tables and diagrams are supporting the script. The best part of the book is the example narrated to explain the basic concepts and techniques and their application. A good reading for MBA students.

— *Management Today*, Feb. 2009

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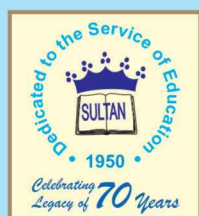
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