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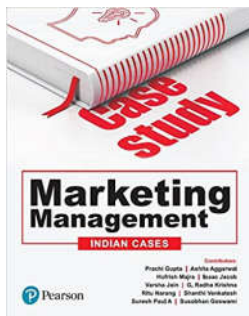
Book of the month

October 2020



Marketing Management: Indian Cases

Gupta Prachi



LL1921
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Marketing Management: Indian Cases is a casebook companion aimed to help readers understand the concepts of marketing in the Indian context. The booklet carries 23 contemporary cases which provide in-depth analysis of different marketing principles and theories as applied by various companies in India and Asia. This casebook will be useful for students pursuing MBA and PGDBM courses.

Features

Explore marketing mix with MTR Foods

Understand customer value with India's e-commerce space and Flipkart

Delve into the world of Information System and data utilization with Starbucks and Amazon

Learn to leverage corporate trust and technology strength in the B2B market with Zicom

Comprehend marketer's challenges and complexities with Facebook's strategies in India and China

Mahindra and Mahindra explains consumer segmentation strategies

Kellogg's Corn Flakes shows the way to find market for a product

Fevicol demonstrates how to reinvent brand and sales

Oreo illustrates the advantages of effective integrated marketing communication

Comprehend digital marketing with Wonder Cement

Unilever shows the way to build brand and market with holistic marketing initiatives

<https://www.amazon.in/Marketing-Management-Indian-Cases-1/dp/9332587108>

