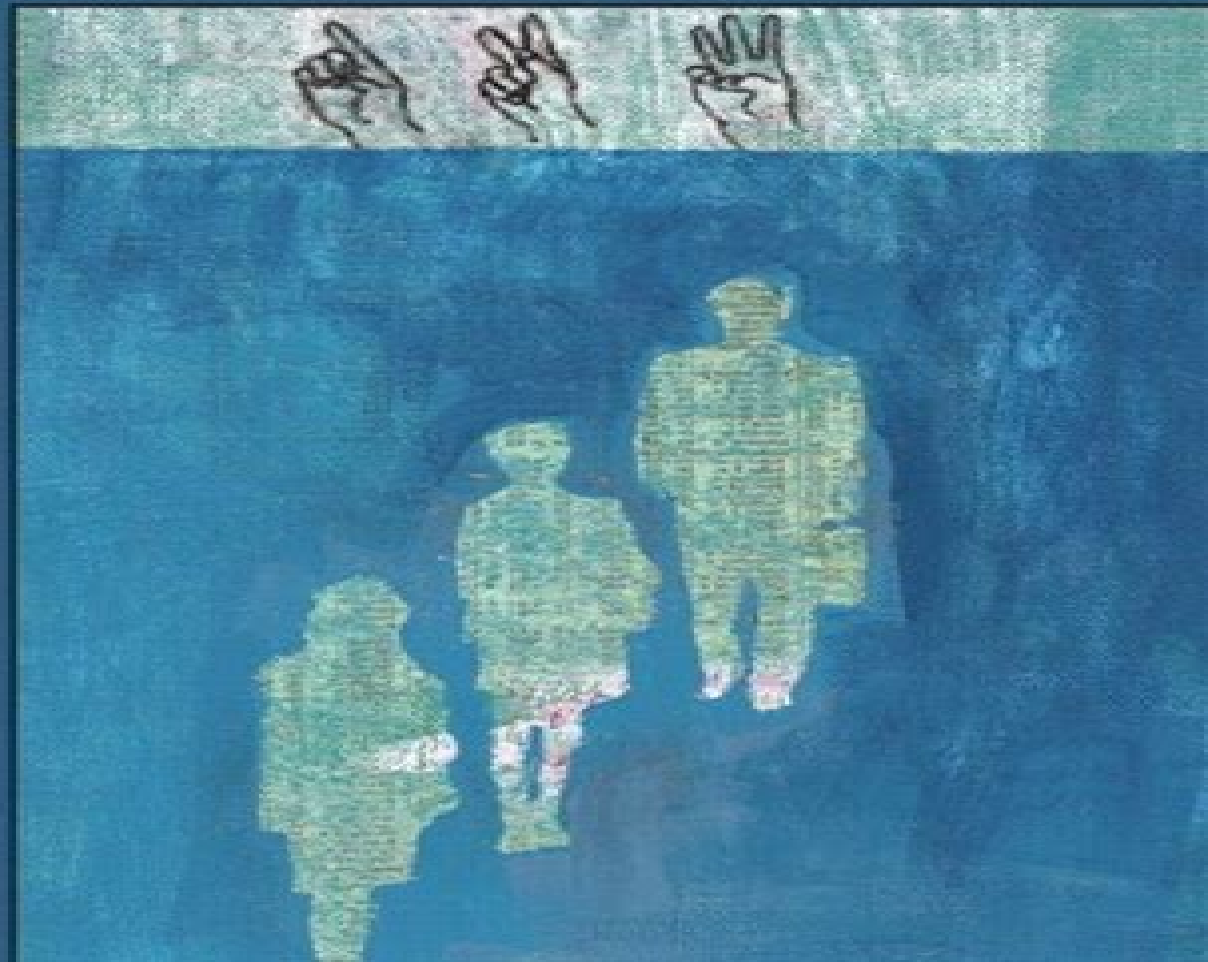


Marketing Management

Fourth Edition

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products and consumers In today s dynamic business environment understanding the principles of marketing is crucial for students aspiring to build careers in commerce and management The National Education Policy NEP 2020 emphasizes a multidisciplinary and practical approach to learning encouraging students to develop analytical and decision making skills in real world business scenarios Keeping this in mind Principles of Marketing has been designed to cater to the academic needs of B Com 2nd Semester students of Gauhati University while aligning with the latest developments in marketing strategies and practices This book provides a comprehensive yet simplified approach to the fundamental concepts of marketing ensuring clarity and application oriented learning The content is structured into five well defined units covering key aspects of marketing Unit I Introduction This unit lays the foundation for marketing by exploring its nature scope and importance It traces the evolution of marketing and differentiates it from selling Additionally it introduces the marketing mix and examines the marketing environment discussing its various components including economic demographic technological natural socio cultural and legal factors Unit II Consumer Behaviour A marketer s success largely depends on understanding consumer behavior This unit explains the nature and importance of consumer behavior the buying decision process and the various factors that influence consumer choices It further explores market segmentation targeting and positioning STP and distinguishes between product differentiation and market segmentation Unit III Product This unit focuses on product concepts and classifications along with the importance of product mix branding packaging and labeling It also discusses product support services the product life cycle and the new product development process The consumer adoption process is explained to provide insights into how consumers accept and use new products Unit IV Pricing and Distribution Pricing is a crucial aspect of marketing strategy This unit delves into the significance of pricing factors affecting price determination and various pricing policies and strategies It also covers distribution channels their types functions and factors affecting their selection Special attention is given to wholesaling retailing e tailing and physical distribution Unit V Promotion and Recent Developments in Marketing This unit discusses the nature and importance of promotion the communication process and the different types of promotion including advertising personal selling public relations and sales promotion It also examines the promotion mix and the factors affecting promotional decisions Additionally this unit introduces students to emerging trends in marketing such as social marketing online marketing direct marketing services marketing green marketing rural marketing and consumerism Throughout the book efforts have been made to present the concepts in a structured and student friendly manner The book includes real life examples case studies and self assessment questions to encourage critical thinking and practical application of marketing concepts This book is expected to serve as a valuable resource for students educators and aspiring marketers We hope it fosters a deeper understanding of marketing principles and equips students with the knowledge required to navigate the ever evolving marketing landscape

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How to Price Effectively Utpal Dholakia, 2017-07-13 Pricing decisions are among the most important and impactful business decisions that a manager can make How to Price Effectively A Guide for Managers and Entrepreneurs introduces the value pricing framework a structured versatile and comprehensive method for making good pricing decisions and executing them The framework weaves together the latest thinking from academic research journals proven best practices from the leading pricing experts and ideas from other fields such as medical decision making consumer behavior and organizational psychology The book discusses what a good pricing decision is which factors you should consider when making one the role played by each factor costs customer value reference prices and the value proposition and how they work together the importance of price execution and how to evaluate the success of pricing decisions You will also be introduced to a set of useful and straightforward tools to implement the value pricing framework and study many examples and company case studies that illustrate its nuances The purpose of How to Price Effectively A Guide for Managers and Entrepreneurs is to provide you with a comprehensive practical guide to making executing and evaluating pricing decisions

Consumer Perception of Product Risks and Benefits Gerard Emilien, Rolf Weitkunat, Frank Lüdicke, 2017-03-14 This book reflects the current thinking and research on how consumers perception of product risks and benefits affects their behavior It provides the scientific regulatory and industrial research community with a conceptual and methodological reference point for studies on consumer behavior and marketing The contributions address various aspects of consumer psychology and behavior risk perception and communication marketing research strategies as well as consumer product regulation The book is divided into 4 parts Product risks Perception of product risks and benefits Consumer behavior Regulation and responsibility

Marketing Communications Patrick De Pelsmacker, Maggie Geuens, Joeri van den Bergh, 2010 Marketing communication has an overwhelming impact on both society and business This text offers a comprehensive overview of the cornerstones techniques and applications of marketing communications practice in a European context

Marketing Management, 1981 *New Marketing Opportunities* First Editions (Firm), 1995

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