

MARKETING MANAGEMENT

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P R E F A C E

Marketing planning helps you develop products and services in your business that meet the needs of your target market. Good marketing helps your customers understand why your product or service is better than, or different from, the competition. Marketing management facilitates the activities and functions which are involved in the distribution of goods and services.

Marketing management has gained importance to meet increasing competition and the need for improved methods of distribution to reduce cost and to increase profits. Marketing management today is the most important function in a commercial and business enterprise.

This Book represents in valuable and enhancing knowledge on Marketing, Marketing-mix, Advertising, Consumer Behaviour, Segmentation, Pricing and Market Research for the students of Management and Commerce Program.

 *Dr. Chanduji P. Thakor*

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✍ Dr. Chanduji P. Thakor

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