

Title of the book

Marketing Management

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About the Book

In the ever-evolving realm of marketing, where digital technologies and global markets play a pivotal role, staying ahead of the curve is essential. This book "Marketing Management" provides a comprehensive foundation for aspiring marketing professionals, entrepreneurs, and anyone interested in understanding how organizations create, communicate, and deliver value to customers. Throughout this book, you will find practical insights, real-world examples, and thought-provoking exercises that will challenge your thinking and enhance your problem-solving abilities. We have structured the chapters to provide a logical progression of concepts, from the fundamentals of marketing to advanced strategies and tactics.

Cover Page

