

# Modern Marketing Management

## Principles and Techniques



**J.N. Jain - P.P. Singh**

Foreword by  
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# Modern Marketing Management

**Burton Marcus**



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*Modern Marketing Management* M. Govindarajan,1999-01-01 The present book attempts to bridge the gap between the theory of marketing and reality Focuses on building a conceptual framework for developing marketing strategies Highlights the sweeping economic reforms and their impact on the opening up of markets to foreign companies      **Modern Marketing Management** **Modern Marketing** Marcus Burton,1980      **Introduction to Modern Marketing Management** Fred Selnes,      Modern Marketing Management R. K. Tailor,2010      **Modern Marketing Management** B. S. Bhatia,2000

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**Modern Marketing Management** Hari Govind Mishra,2005-01-01      Marketing Management R S N Pillai,2010

Written in simple and conversational language Main points are given in Bold Letters or in Boxes Themes are easily understandable even to a lay man A good number of case studies are included and each chapter has been discussed in detail discussed throughly      **Modern Marketing Management** Geoffery K. Francis,1978      *Instructor's Manual for Modern Marketing Management* Burton Marcus,1980      Modern Marketing Burton Marcus,1975

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