

Modern Marketing Management

Principles and Techniques



J.N. Jain - P.P. Singh

Foreword by
S.K. Bhatia

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Brendan G. Carr



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Modern Marketing Management Davar R S.,2007 *Modern Marketing Management* Rustom S. Davar,Nusli R. Davar,1993-10-01 **Modern Marketing Management** ,1998 Textbook **Modern Marketing Management** ,2023

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 *Instructor's Manual for Modern Marketing Management* Burton Marcus,1980 *Modern Marketing Management* Geoffery K. Francis,1978 **Modern Marketing** Burton Marcus,1975

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