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MARKETING

AN INTRODUCTION

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Marketing Research Naresh K. Malhotra, Daniel Nunan, David F. Birks, 2020 Naresh K Malhotra is the first named author on earlier editions

B for Business William Cullen, Doris Lehniger, 2000

Marketing Research Report, 1958

Basics of Marketing Dr. Mukul A. Burghate,

Marketing is complex It encompasses tons of different disciplines strategies and tactics As a result developing a basic understanding of how it works can be difficult Learning the trade can take years of dedication and honing your craft oftentimes in a handful of specific areas such as strategy copywriting or analytics Like a lot of things though future success starts with solid fundamentals The purpose of this study Material is to present an introduction to the subjects of MBA The book contains the syllabus from basics of the subjects going into the intricacies of the subjects All the concepts have been explained with relevant examples and diagrams to make it interesting for the readers An attempt is made here by the author to assist the students by way of providing Study Material as per the curriculum with non commercial considerations However it is implicit that these are exam oriented Study Material and students are advised to attend regular class room classes in the Institute and utilize reference books available in the library for In depth knowledge We owe to many websites and their free contents we would like to specially acknowledge contents of website www.wikipedia.com and various authors whose writings formed the basis for this book We acknowledge our thanks to them At the end we would like to say that there is always a room for improvement in whatever we do We would appreciate any suggestions regarding this study material from the readers so that the contents can be made more interesting and meaningful Dr Mukul Burghate Author

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