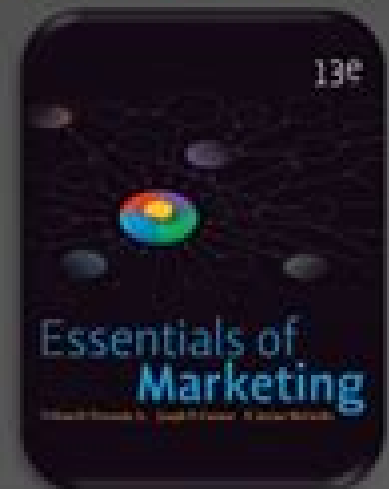


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Chapter 1 Marketing's Value to Consumers, Firms, and Society



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Resources in Education ,1997 **Marketing to the Poor** Ramendra Singh,Tahir A. Wani,2022-10-12 This book looks at markets in low income economies and how they require fundamentally different marketing systems and strategies Analyzing the sociocultural characteristics of these markets it offers solutions for businesses to overcome spatial institutional and financial challenges while working in these contexts Markets for the poor are characterized by resource scarcity weak institutions and low literary rates as well as a strong presence of cultural and community ties This book provides an understanding of these marketplaces including the consumer s wants and aspirations the relationship of the individual within the social milieu and their unique cultural contexts It provides strategies for businesses to develop a bottom up knowledge of global markets and incorporates practices which are inclusive and sustainable It also explores the links between human development entrepreneurship and marketing which are especially relevant in the pandemic hit global economy This book will be of interest to students and researchers of marketing business studies business administration rural management marketing management economics and development studies **IBPS SO Main Marketing Officer 15 Practice Sets**

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