



# Modern Marketing: Principles and Practice

*D. Chandra Bose*

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## **Modern Marketing: Principles and Practice** D. Chandra Bose

Today, with wide access to information of every kind, and with advancements in technology, new vistas have been opened for marketers. They are often faced with huge challenges and tough competitions to cope with the growing demands of the consumers for quality products. This comprehensive text elucidates contemporary concepts and ideas to help overcome the challenges faced and obstacles faced by marketers in achieving marketing objectives of an organization.

Divided into 23 chapters, the book begins with a brief introduction to the marketing concepts, its history, objectives and various channels. It then goes on to explain the functions of marketing, physical distribution, and pricing strategies for goods and services. The book shows how a product should be branded and packaged; besides discussing the ways to market a product through proper channels.

Dr. Chandra Bose, with his rich and long experience, demonstrates how studying consumer behaviour and consumer preferences can bring about a difference in the sales figures of a product. He devotes a chapter on Marketing Research and Information System, which deals with the emerging trends in the field. The book concludes with detailed discussion on the innovative strategies to market specific products belonging to different sectors such as agriculture, industry and consumer products.

Primarily intended as a text for the undergraduate students of Commerce of all universities, this book could prove equally useful for the undergraduate and postgraduate students of management.

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