



Marketing: Concepts and Strategies (Tweleve Edition)

By O.C. Ferell, William M. Pride

Biztantra/Wiley India Pvt. Ltd., 2004. Softcover. Condition: New. 5th or later edition. The book on Marketing: Concepts and Strategies is having an in-depth case at the end of each chapter which helps students to understand the application of chapter concepts and a strategic case at the end of each part too. An eye-catching new design formatting significantly enhances the text's visual appeal and the communication of key ideas. Photos - as well as advertisements - illustrate the real-world application of Chapter concepts. Each Chapter of this book also contains a summary, important terms, discussion and review questions, application questions, and internet exercises & resources. At the end, appendices discuss marketing career opportunities, explore financial analysis in marketing, and present a sample marketing plan. Contents:- I. Marketing and Its Environment 1. An Overview of Strategic Marketing 2. Strategic Planning 3. The Marketing Environment 4. Social Responsibility and Ethics in Marketing 5. Global Markets and International Marketing II. Buyer Behavior and Target Market Selection 6. Marketing Research and Information Systems 7. Target Markets: Segmentation and Evaluation 8. Consumer Buying Behavior 9. Organizational Markets and Buying Behavior III. Product Decisions 10. Product Concepts 11. Developing and Managing Products 12. Branding and Packaging 13....



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