



able to grasp the concepts easily. The book thoroughly covers a wide range of topics and issues, such as, the concept, nature, importance, limitations and evolution of marketing. The concept of marketing-mix, marketing environment, consumer buying behaviour, market segmentation, product, price, place and promotion decisions are well explained. Focus is also laid on such as, retailing, rural marketing, green marketing, customer relationship marketing, digital marketing and consumerism. The unique features of the book are: • Includes learning outcomes to make the students aware of what they will take away after reading the chapter. • Use of illustrations and diagrams for better understanding and grasping of the concepts. • In-depth marketing from the corporate world to relate theory to practical knowledge. • Provides, "Things to Remember" at the end of each chapter for a quick review of important topics. • Gives chapter-end short- and long-answer questions to give students an opportunity to test their understanding of the subject and application in the real world. TARGET AUDIENCE • BBA/B.Com. • TExES Marketing 6-12 (275) Secrets Study Guide  
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