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## Managing Marketing: An Applied Approach and the Marketing Toolkit, (Set of Two Books)

By Noel Capon, Siddharth Shekhar Singh

Wiley India Pvt. Ltd, 2014. Softcover. Book Condition: New. Set of two books Managing Marketing: An Applied Approach & The Marketing Toolkit it seeks to induce innovation in marketing education with a keen focus on what the prospective managers need to know and do, besides describing all there is to know about marketing. This book about understanding how to develop market strategy, implement market offers and manage the marketing process. Marketing is an applied field; the authors believe they should provide guidance for good marketing practice. Readers committed to a career in marketing, this book lays a solid foundation. No matter how well-written a textbook, the only way to really learn marketing is by doing it. You simply have to take the ideas, concepts, and frameworks and put them into practice. The Marketing Toolkit is a companion volume it's each chapter contains a set of tried-and-true experiential exercises designed to help the user prepare a strategic marketing plan ? analyze a marketing situation, develop a market strategy, and design a series of implementation programs. Key features Case Studies - Each chapter starts with an opening case and case questions that highlight some key issues in the chapter. Rich in Multimedia...



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