



Marketing Strategies and Management: A Sectoral Analysis

By Makarand Upadhyaya

New Century, New Delhi, 2014. Hardcover. Book Condition: New. First. 180pp. Marketing, as an art, is as old as human civilization. Marketing is the process of communicating the value of a product/service to customers, for the purpose of selling it. It is a critical business function for attracting customers. Financial success of any organization depends upon its marketing ability. Good marketing is no accident but a result of careful planning and execution. Marketing practices are continuously being refined to increase the chances of success. However, marketing excellence?an ever-expanding task?is rare and difficult to achieve. New forms of marketing in the globalized world include internet marketing, relationship marketing, green marketing, viral marketing, ambush marketing and a host of other strategies and practices. The present work explains and examines the latest forms of marketing strategies practised by successful firms in the globalized world. It mainly deals with the present systems of marketing of goods and services in India and the problems associated with them.

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