

MARKETING MANAGEMENT SIMPLIFIED



Dr. Priti kiran

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Marketing Management Simplified

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Preface

Welcome to the world of dynamic marketing management. The primary objective of writing this is to provide a comprehensive resourceful knowledge of the key concepts, strategies, theories, cases of marketing management. Starting from consumer behaviour to designing effective marketing campaign, student will get insight knowledge of the core concepts of marketing management in a very easy language.

Marketing is not just about selling products or services; it's about understanding customer needs, consumer behaviour shift, creating value, and building strong relationships in a technologically advanced environment. In this comprehensive book, reader will get the knowledge of key concepts such as market analysis, consumer behaviour, branding, pricing, distribution, and promotion along with recent trends in marketing through real-world examples, case studies, and practical insights. This book aims to equip you with the knowledge and skills necessary to excel in the field of marketing management.

This book will be helpful to everyone whether you're a marketing student, seasoned marketer looking to sharpen your skills or a newcomer seeking to understand the fundamentals, this book is designed to be your trusted companion on your marketing journey.

Acknowledgement

No project is possible without the blessing of almighty and his wishes. My devotional thanks to God for letting me go through all the difficulties and hardship which made me strong enough to write this book. I express my sincere thank and gratitude to all those people who directly or indirectly helped me and became my motivation in writing my first book of Marketing Management. They are my real mentor who supported me during my adverse time and gave me their valuable time and contributions in the form of guidance and suggestions.

My sincere thanks to all my teaching fraternity since my childhood who gave perfect shape to my personality. Special thanks to my mentor Late Shri Gunanand Mishra and Late Dr. Shahnaz Mirza for enhancing my knowledge in this field. I can't forget the major contribution of my mother for her patience, love and attention and sisters and brother in laws who always stood by my side in all my tough days and always encouraged me to do better in life.

I can't forget to acknowledge love, affection and optimistic eyes of my children Chaitanya and Anika for their believe in me which gives me continuous strength and never giving up attitude.

Last but not the least the person who has supported me throughout my tough time is my brother Mr. Diwakar Singh without whose support I would never have reached this level where I am today and lastly my unconditional support-my sweetest friend Somesh who never stops believing in me.

Once again, I thank God for his guidance and always showing me the right path. I will always trust in you and your Karisma.

Dr. Priti Kiran

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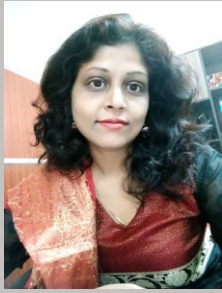
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ABOUT THE AUTHOR



Dr. Priti Kiran is an experienced professional with a comprehensive background spanning 17 years in both academia and the corporate sector. With expertise in teaching, training, administrative activities, and personnel management, Dr. Kiran brings a wealth of knowledge and practical insight to her role as an Assistant Professor. She is renowned for her hands-on approach to education and her commitment to fostering the development of students. Dr. Kiran is a prolific researcher, with seven publications in national and international journals, along with numerous paper presentations at national seminars and conferences. Additionally, she has conducted numerous sessions on skill development, Motivational ideas, Personality Development and fitness further enriching her contribution to the academic community.

ABOUT THE BOOK

"Marketing Management Simplified" is the essential resource for comprehending the fundamentals of marketing devoid of all the bewildering terminology. Suppose you have an excellent product or service, but you are unsure on how to market it to consumers. This book deconstructs the fundamental techniques and resources required to draw clients and expand your company.

Everything is described in basic, understandable language, from determining your target market to developing effective ads and comprehending consumer behaviour. Regardless of your background—small business owner, aspiring entrepreneur, or simply interested in learning more about marketing—this book offers helpful guidance and realistic, real-world examples that help you understand the ideas.

You'll discover how to create a marketing strategy, use social media wisely, and assess your progress. **"Marketing Management Simplified"** is like having an approachable professional at your side to guide you through the marketing world with assurance and comfort.



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