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By Amar Jyoti

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About The Author:- Amar Jyoti, with seven years of experience in business management, he is presently associated with IGNOU since January 2005 as research associate. He has published various articles in educational magazines and journals.

Contents:- Contents, Preface ix, 1. Introduction to Marketing 1, Definition of Marketing, Evolution of Marketing, Marketing, Framework, Extending the Traditional Boundaries of Marketing, Functions of Marketing, Creating a Customer, Three Concepts, The Production Concept, The Selling Concept, The Marketing Concept, Changing, Relationship Marketing, The Societal Marketing Concept, Holistic Marketing Approach, Marketing Mix, The Marketing Mix, Coherency, The Marketing Mix Dynamics, Defining and Delivering, Customer Value and Satisfaction, Value Chain, Benchmarking, Delivery, Network, Conclusion, 2. Marketing Environment 29, Introduction,...



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