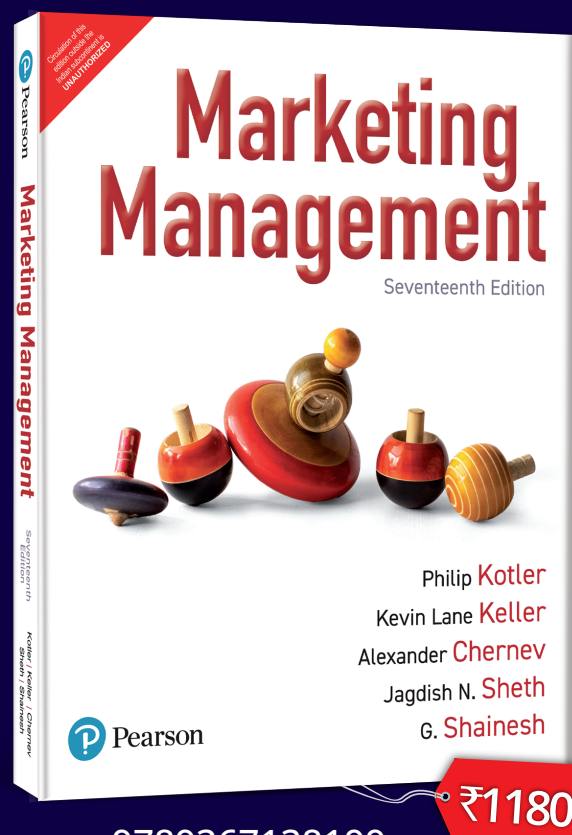




The ultimate guide to Marketing Management, now available with global insights and strategies tailored for the Indian context



ISBN : 9789367138199

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KEY FEATURES

Global and Indian Perspectives - Offers a comprehensive look at diverse market dynamics and business strategies across both developed and emerging economies.

Digital Transformation Focus - Includes updated content on digital marketing, social media, e-commerce, and the use of emerging technologies such as AI and big data in marketing decision-making.

Consumer Behavior Insights - Delves into modern consumer psychology, engagement patterns, and personalized marketing, particularly in the digital age.

Analytical Tools - Provides powerful tools like Customer Lifetime Value (CLV), frameworks for segmentation, positioning, brand equity and marketing ROI metrics to aid strategic decisions.

Exploration of New Business Models - Discusses the evolution of startups, platform-based businesses, D2C (Direct-to-Consumer) models, and the transformation of traditional business structures.

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PART 1 Fundamentals of Marketing

Management

Chapter 1 Defining Marketing for the New Realities.

Chapter 2 Marketing Planning and Management.

PART 2 Understanding the Market

Chapter 3 Analyzing Consumer Markets.

Chapter 4 Analyzing Business Markets

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PART 3 Developing a Viable Market Strategy

Chapter 6 Identifying Market Segments and Target Customers.

Chapter 7 Crafting a Customer Value Proposition and Positioning

PART 4 Designing Value.

Chapter 8 Designing and Managing Products

Chapter 9 Designing and Managing Services.

Chapter 10 Building Strong Brands

Chapter 11 Managing Pricing and Sales Promotions.

PART 5 Communicating Value

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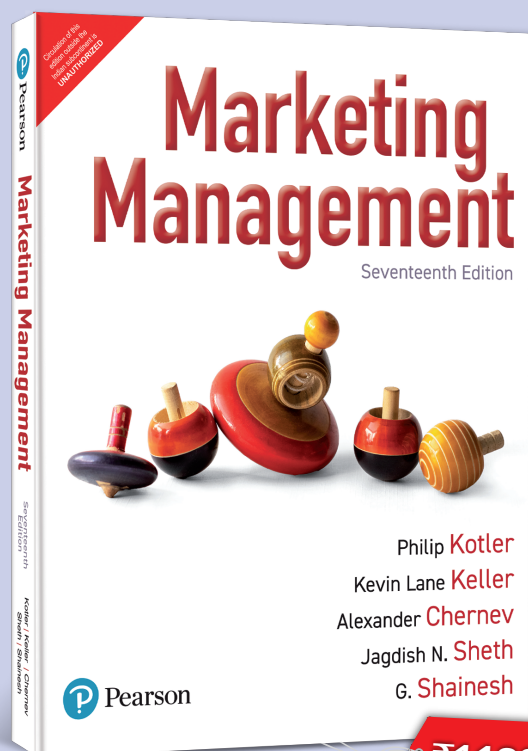
Chapter 20 Tapping into Global Markets.

Chapter 21 Environmental, Social, and Governance Issues in Marketing

ABOUT THE BOOK

The 17th edition of *Marketing Management* by Philip Kotler, co-authored with Kevin Lane Keller, Alexander Chernev, Jagdish N. Sheth, and G. Shainesh, is an authoritative guide that explores the ever-changing landscape of marketing. This edition offers in-depth insights into the disruptions caused by globalization, technological advancements, and the rise of digital platforms. It equips readers with the latest strategies, frameworks, and tools necessary to navigate these shifts. The book emphasizes the critical importance of understanding consumer behavior, analysing competitive environment and collaborative opportunities to develop effective marketing strategies, and utilizing data analytics to drive informed decision-making.

Now enriched with Indian case studies and perspectives on contemporary businesses, this edition strikes a perfect balance between academic rigor and practical relevance. It serves as an invaluable resource for students and professionals alike, helping them thrive in the dynamic world of marketing.



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