Marketing Management: Indian Cases
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Marketing Management: Indian Cases is a casebook companion aimed to help readers understand the concepts of marketing in the Indian context. The booklet carries 23 contemporary cases which provide in-depth analysis of different marketing principles and theories as applied by various companies in India and Asia. This casebook will be useful for students pursuing MBA and PGDBM courses.

Features
Explore marketing mix with MTR Foods
Understand customer value with India’s e-commerce space and Flipkart
Delve into the world of Information System and data utilization with Starbucks and Amazon
Learn to leverage corporate trust and technology strength in the B2B market with Zicom
Comprehend marketer’s challenges and complexities with Facebook’s strategies in India and China
Mahindra and Mahindra explains consumer segmentation strategies
Kellogg’s Corn Flakes shows the way to find market for a product
Fevicol demonstrates how to reinvent brand and sales
Oreo illustrates the advantages of effective integrated marketing communication
Comprehend digital marketing with Wonder Cement
Unilever shows the way to build brand and market with holistic marketing initiatives

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