



Case Studies for Marketing Students (Paperback)

By Kisholoy Roy

Createspace Independent Publishing Platform, 2016. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.This book is a compilation of case studies focusing on four fundamental areas of marketing viz. brand management, services marketing, retail marketing and sales management. The book is classified into four sections based on the above areas. Every care has been taken by the author to see to it that each section has case studies that contribute to the holistic understanding of a subject area. Conceptual understanding of the subject area along with application of theory is what this book offers. The questions at the end of each case study test the understanding of a case study by a student. The author hopes that this book will serve good to all students pursuing marketing management curriculum in various universities.



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