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Philip Kotler, Kevin Lane Keller, Abraham Koshy, and Jha Mithileshwar, Marketing Management: A South Asian Perspective, Pearson, 2009. Philip Kotler and Nancy R. Lee, Up and Out of Poverty: The Social Marketing Solution (Philadelphia: Wharton School Publishing, Spring 2009). (A winner in the 800-CEO-Read Business Book Awards for 2009)

Books - Philip Kotler

About The Authors: Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithileswar Jha are all renowned for their expertise in marketing. As professors of marketing at leading Universities such as the Kellogg School of Management, Northwestern University, Tuck School of Business, IIM-A and IIM-B, they are all highly acclaimed and have been awarded for their contributions to the field of marketing.

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This is the fourth stage, where the purchase takes place. According to Kotler, Keller, Koshy, and Jha (2009), the final purchase decision can be disrupted by two factors: negative feedback

Buyer decision process - Wikipedia

Pearson Education has launched the 14 th edition of Marketing Management: A South Asian Perspective today, authored by Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithileshwar Jha. "Marketing Management provides solid academic grounding. It covers all important theoretical concepts, models and frameworks in marketing, and offers conceptual guidance to readers so that they can solve practical problems in the field." said Professor Philip Kotler.

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Philip Kotler Kevin Lane Keller Abraham Koshy Mithileshwar Jha. ISBN 10: 813171683X ISBN 13: 9788131716830. Used. ... Philip Kotler Kevin Lane Keller Abraham Koshy Mithileshwar Jha. Published by Pearson Prentice Hall (2009) ISBN 10 ... Marketing Management. Kotler, Phillip, Keller, Kevin Lane, Brady, Mairead, Goodman, Malcolm, Hansen, Torben ...

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As we all know that Dr Philip Kotler is the Marketing guru. this book gives the all knowledge that a MBA pursuing student or a marketing officer should have. As this book is Indian edition so it contains only the Indian advertisements that we see all the time so this book is very helpful for marketing and the baap of all books. Must buy book.

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There is a growing interest in firms' adoption of ethical and social marketing approaches among academics and practitioners alike. Ethical Marketing is the application of ethics into the marketing process, and Social Marketing is a concept that seeks to influence a target audience for the greater social good. Ethical and Social Marketing in Asia examines this so-far unexplored area, investigating why differing cultures and consumption behaviours require different emphasis in different markets. The diversity of the Asian countries provides a perplexing environment to the development and management of ethical and social marketing. The belief that bottom line profits is enough for a company, is often not favourably viewed by Asian countries emphasising collective, social and long term benefits for the people and country. Due to these interesting characteristics and complexities, the study of ethical and social marketing in Asia is a timely topic. The first chapters introduce Ethical Marketing in Asia, followed by case studies of how the approach is used across 14 diverse economies, geographically based on 'clusters': North East, (China, Taiwan, Japan, South Korea), South East (Singapore, Malaysia, Thailand, Vietnam, Cambodia, the Philippines, Indonesia) and South Asia (India, Pakistan, Bangladesh). The second part discusses Social Marketing using the same sequence of regions and economies and the third part explores the unique link to Fairness Management in Asia, followed by a conclusion. explores the nature of ethical and social marketing from an Asian perspective discusses current ethical and social marketing researches and practices in different areas, industries, commercial and non-commercial sectors serves as an invaluable resource for marketing academics and practitioners requiring more than anecdotal evidence of different ethical and social marketing applications compares and contrasts unethical situations covering important aspects related to ethics, society and fairness includes an interesting mix of theory, research findings and practices

In a short time span, social media has transformed communication, as well as the way consumers buy, live and utilize products and services. Understanding the perspectives of both consumers and marketers can help organizations to design, develop and implement better social media marketing strategies. However, academic research on social media marketing has not kept pace with the practical applications and this has led to a critical void in social media literature. This new text expertly bridges that void. Contemporary Issues in Social Media provides the most cutting edge findings in social media marketing, through original chapters from a range of the world's leading specialists in the area. Topics include: • The consumer journey in a social media world • Social media and customer relationship management (CRM) • Social media marketing goals and objectives • Social media and recruitment • Microblogging strategy And many more. The book is ideal for students of social media marketing, social media marketing professionals, researchers and academicians who are interested in knowing more about social media marketing. The book will also become a reference resource for those organizations which want to use social media marketing for their brands.

The second edition of Services Marketing: Text and Cases takes a leap forward to develop a strategic perspective to the service marketing framework. This edition begins with an initiation into the field of services and then develops an appreciation of the service marketing system and includes five additional chapters. The focus is then directed at service strategy and the creation of sustainable differentiation. The book finally discusses the management of operational issues such as quality, demand matching, recovery and empowerment.

Innovation is the key to success in any business, and is the only way to surpass competition. An innovative concept can lead to the development of a new product. This comprehensive book explains how an innovative idea or a concept, if executed properly, can create the best product in the market. The book presents a framework for a new product development, laying emphasis on generic concepts and processes, which are useful and profitable for small and large organizations including the multinationals. The book highlights the innovation theories that are helping service sector companies to prosper and excel in their fields. It also provides a mathematical formula for students to calculate sales-estimation of first-time-sales of a new product. The Ten Case Studies on real-life products from the Indian market enrich the text and enable students to fully understand innovative techniques that help increase the potential and market value of an established product.

The use of microfinance for poverty reduction and economic development in the developing world is growing. However, this concept needs to be expanded to ensure its successful application for achieving longer-term economic growth and sustainability in developing countries, particularly in parts of the world such as Africa. As such, further research into the relationship between microfinance and sustainable development in developing regions is required to fully understand the opportunities for effective use of microfinance for poverty reduction and economic development. Microfinance and Sustainable Development in Africa examines the complex relationship between receipt of microfinance, poverty reduction, economic growth, and microbusiness development, focusing on the provision of small credit facilities as a driver of sustainable development in Africa. Its coverage of topics such as microbusiness, social finance, and sustainable development make this book an ideal reference source for academicians, researchers, government officials, policymakers, organizations, managers, instructors, and students.