

**Specifications:-**

- This Book Presents A Collection Of Articles Addressing A Range Of Marketing Strategies Unique To Emerging Economies. It Describes The Component Of Strategic And Tactical Marketing, Including The Marketing Mix, Segments And Targeting, Product And Market Orientation, Employing The Internet And Social Media, Penetration And Loyalty Strategies And Innovation, And Other Strategy Issues In The Marketing Context.
- In Addition, The Book Focuses On Creating, Communicating, And Delivering Customer Value To Emerging Market Consumers Through Diverse Marketing Strategies, Processes, And Programs In The Context Of Emerging Markets' Dynamics, Consumer Diversity, And Competitors. Bringing Together Contributors From Industry And Academia To Explore Key Marketing Issues Prevalent In India And Other Emerging Economies, The Book Offers A Unique And Insightful Read For A Global Audience.

*Note: Specifications are subject to change, Photos shown above are Indicative, Actual Product can Vary.*



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