

**Specifications:-**

- Marketing As A Practice Is Facing Unprecedented Challenges: A Changing Media Landscape, An Increasingly Complex Customer Journey, Innovative Technologies, Start-Ups Which Disrupt Traditional Channels And A New Generation Of Tech-Savvy Clients. How Should Students And Practitioners Adapt To This Shifting Landscape And Address The Skills Gap That Many Of Today's Marketers Face Advanced Marketing Management Prepares Students For This New World Of Marketing. Since Traditional Marketing Approaches Fail To Provide Convincing Solutions To Modern Business Realities, A New Approach Is Urgently Needed If Marketers Are To Regain Trust Within Their Organizations.
- Using Contemporary Examples, Business Case Studies And Supporting Pedagogy, Advanced Marketing Management Will Provide A Critical Exploration Into The More Advanced Aspects Of Marketing Management, Including The Gap That Exists Between Formal Marketing Literature And Real-World Practice, Discussion Of Multidisciplinary Tools, And The Crucial Evolution Of The '4Ps'. Summarizing A Large Body Of Literature And Academic Research On New Developments, This Book Is The Go-To Guide For Students, Lecturers And Practitioners, Wanting To Succeed As Modern Marketers.

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



Export Sales: +91-9829132777
India Sales: +91-9588842361



IT-2013, Ramchandrapura Industrial Area,
Sitapura Extension, Jaipur-302022, India.



info@tesca.in
www.tescaglobal.com