Contemporary Marketing Concepts and Conceptual Thoughts- A knowledge-Building Approach

By,

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ABOUT THE AUTHORS

Contemporary Marketing Theory and Conceptual Thoughts- A knowledge-Building Approach compiled the conceptual information by numerous researchers. The authors in this book include experts in marketing and management and they provide extensive conceptual insights and empirical evidence in their respective area of expertise.

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**PREFACE**

The practice of Marketing is the engine of all types of business. This book is entitled ‘Contemporary Marketing Concepts and Conceptual Thoughts - A knowledge-Building Approach’, its contents draw heavily in developing conceptual framework, a term which has produced from the imagination of the academics. The aim of this book is to provide readers with the conceptual information about the thought provoking the issues of marketing. This book may be used in research methods course with a great success in view of writing literature review. All the chapters in the book include conceptual framework of the contents discussed, emphasizing the need for the Marketing research students. We expect that students and instructors alike will enjoy this edition. As students should become efficient Marketing researchers, assisted by the knowledge and skills acquired by the study of this book.
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