

A Bird's Eye View on Marketing Management

First Edition

Author

Dr. (H.C) Rahul Joshi

Achievements: || Hon. D.Litt. || Hon. Ph.D. || Author || Editor ||

Academics: || DMS || MBA/PGDM || M.COM || B.COM. Hons. ||

Executive Education From: MICA || IIFT D || IIT D || IIM K || MSBM UK || IBMI
Germany || MSI USA || ICTRD || Fusion Law School || ILI – ND || GL Academy || IPS
– G.R.I.P || P.A.I.R.S – P.R.S.S ||

Professional Lifetime Memberships: || InSc – India || DKIRF – India || AICTSD –
India || NITTSD – India || IGP – Bangladesh || AAPNA – USA || IAENG – Hongkong
|| WEA – UK || CMA – India || IOASD - India ||

Other Achievement: Young Professional Award in the category of Best Achiever's
Award 2022.

Experience: 13 Years of industry experience in India and Africa and 2 years of
teaching experience in Africa as Adjunct faculty in management colleges.



Title of the Book: A Bird's Eye View on Marketing Management

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For Sales Enquiries:

Contact: +91- 8861511583
E-mail: sales@iiponline.org

Preface

This book is basically a guide to all those who are marketing enthusiast or those who wish to understand the concept of Marketing and its related branches like Sales and Distribution Management, Product Management, Brand Management, Service Marketing, concepts like ROI with practical application in real time scenario, concepts of Strategic management and Supply Chain Management. How all these concepts are interrelated to each other and help the marketer in making correct and concise decision to grow in professional life. I wrote this book by inculcating all my knowledge and experience of corporate world, so that the reader get maximum benefit in one go. This is the only reason I named this book as “**A Bird’s Eye View on Marketing Management**”.

While writing this book I also keep this thing in my mind that while reading this book reader must not feel monotonous that’s why I included figures, charts and diagrams to make the things more convenient to understand.

Hope you enjoy the reading and have good take away as learning and understand the subject in a better manner.

---- **Dr. (H.C) Rahul Joshi**

Acknowledgement

The era of marketing has changed in dramatic ways in last 5 decades. In this first edition of my book titled “**A Bird’s Eye View on Marketing Management**” I tried to solve the basic problem of marketing enthusiast, student who are thinking of choosing marketing as their path for career, for them this book is not just a reference book but a hand book where one can find all the required solutions. This book can be considered as trident for management students so that they can decide to take marketing and its branches as their career path.

I am dedicated this book to my Parents (**Shri Natwar Lal Joshi & Mrs. Shakuntala Joshi**)

This Book is also dedicated to Aysun.

Some other persons who gave me support & reason to write this book are:

- Mr. Pratham Joshi
- Ms. Jayshree Joshi
- Ms. R. Bhattacharjee

Student’s interest in courses that emphasis on different parts of marketing management makes a great deal of sense from a career perspective as most business college graduates will be going to work in any branch of marketing as entry level, middle level and upper level in any organization.

Some other person also inspired me with their work and appreciation as their blessings and guidance in the journey to complete this book are:

- Mr. Satish Thakur
- Shri M. Bhattacharjee
- Mrs. S. Bhattacharjee

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A Bird's Eye View on MARKETING MANAGEMENT

ABOUT THE BOOK

The name of Book is "A Bird's Eye View on Marketing Management". This Book covers almost each and every concept of Marketing Management which includes Brand Management, Sales & Distribution Management, Digital Marketing etc.

It is an Effectual Trident for Marketing Enthusiasts and Management students in the field of Marketing.

ABOUT THE AUTHOR



The Author of this book is Dr. (H.C) Rahul Joshi, who has vast experience in Marketing Management, Strategic Management, Brand Management, Digital Marketing, Export and Import Management, Supply Chain Management and Consumer Behaviour. The Author has various degrees & certificates in Marketing and its various branches from various universities and premier institutes like IIM, IIT, IIFT, MICA, MSM, IBMI Germany, MSBM London, ICTRD, AMU – Namibia, NU – USA, Abide University – USA, Fusion Law School, PAIRS, IPS, etc. He also conferred Honorary Doctorate & Honorary Post Doctorate Degree from various universities. He also holds position of Editor for edited book series published by IIP Series – USA. He is also associated with various organizations like Institute of Scholars (InSc), DKIRF, AICTSD, IGP – Bangladesh, AAPNA – USA, NITTSD, IAENG – Hong Kong, World Economies Association –U.K, Commerce and Management Association. Author also received Young Professional Award from Magic Book of Record for the category of Best Achiever's Award 2022. He also having teaching experience in the field of academics for two years in business schools in abroad and having 13 years of industrial experience in the field of Sales and Marketing.



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