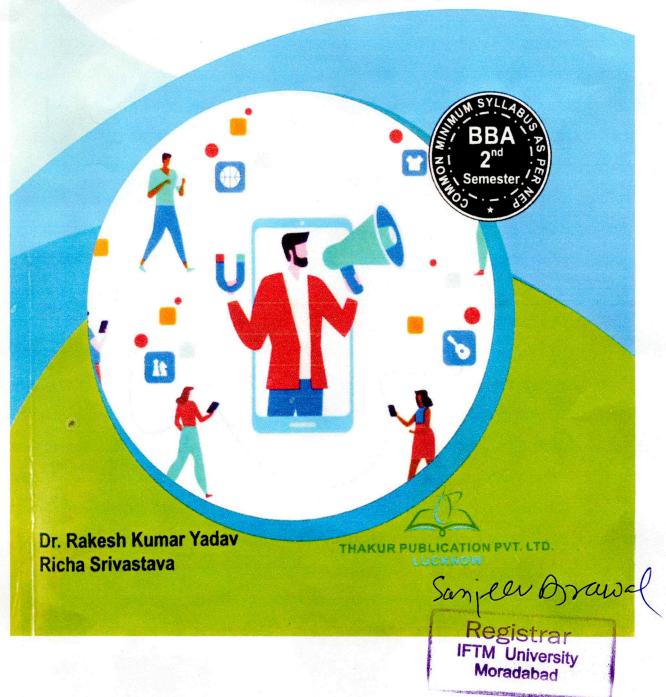


COMMON MINIMUM SYLLABUS AS PER NEP FOR ALL STATE UNIVERSITIES OF UTTAR PRADESH

Group- B

## Marketing Theory and Practices



This book of "Marketing Theory and Practices" provides an overview of the fundamental aspects related to marketing management. In this book, every effort has been made to make the text easy to understand while keeping the material according to syllabus. Suitable examples, exercises are also provided in this book which will help students to prepare for the examination. This book is useful not only for students who are pursuing their studies but also for those working in the educational institutions and corporate world.

## About the Author



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