

### About the Book

This book of **"Marketing Management"** provides detailed information related to the several aspects of marketing. The material in this book is designed to provide maximum flexibility of use for teachers and students alike. Each topic has been started with fundamental introduction and developed steadily up to the standard form. Case studies and exercises are also provided in this book. 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



**Prof. (Dr.) Rakesh Kumar Yadav** is currently working as an **Professor and Head at the Department of Management, School of Business Management, IFTM University Moradabad**. He holds a **D.Phil** in Commerce from CCS University, Meerut. He completed his **MBA** in Marketing from MJPRohil Khand University, Bareilly. He has qualified National Eligibility Test (NET) conducted by University Grant Commission in Management in June, 2000. He has been awarded 'ELITE and Gold Medal' certificate by Indian Institute of Technology Roorkee for successfully completing the 8 week course on 'Marketing Research and Analysis' and 'ELITE' certificate by Indian Institute of Technology Kanpur for successfully completing the 8 week course on 'Marketing Management-I'. Both are NPTEL Online Certification courses (funded by the Ministry of HRD, Govt. of India). He has also successfully completed 'Fundamentals of Digital Marketing' certificate exam from Google Digital Unlocked and 'Research Proposal Writing' certificate from California Institute of Behavioral Neurosciences & Psychology in the year 2020.



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