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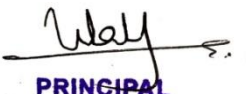
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6

Read To Lead

Marketing Environment Analysis and Strategies



THAKUR PUBLICATION PVT. LTD.
PUNE

Dr. Makarand Wazal
Dr. Sagar Onkarrao Manjare

MARKETING ENVIRONMENT ANALYSIS AND STRATEGIES

BBA, FIFTH SEMESTER

According to the New Syllabus of 'Savitribai Phule Pune University', Pune

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- *Dr. Makarand Wazal*
- *Dr. Sagar Onkarrao Manjare*

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About the Book

This book of “Marketing Environment Analysis and Strategies” covers the various topics related to marketing like marketing environment, business analysis, data analytics, marketing research, marketing strategies, etc. The content of the book is written in a simple language with detailed information. The text is supported with numerous illustrations to enable practical understanding. This book also contains exercise and model paper to assist the students in preparing for the examination.

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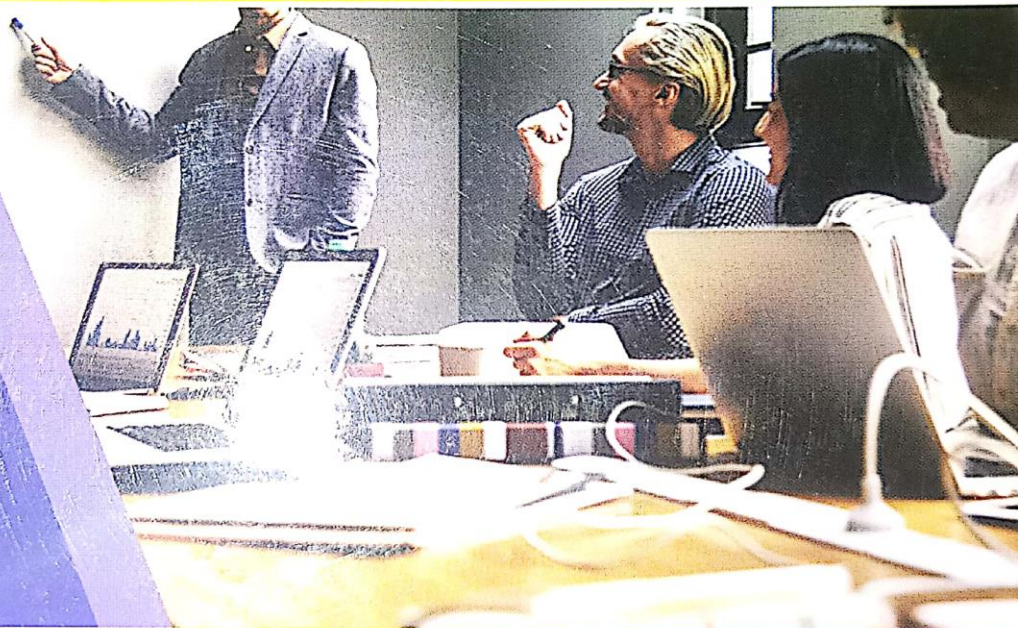
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Cases in Marketing Management



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CASES IN MARKETING MANAGEMENT

BBA, SIXTH SEMESTER

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About the Book

The book 'Cases in Marketing Management' is an excellent book for gaining a practical perspective on different areas of marketing. This book is primarily intended to help the students in understanding the real-life marketing issues faced by the managers and business professionals. The contents of this book are being holistic in the view to make students competent enough to face the challenges of various situations related to marketing. This book covers solved case studies related to various subjects like branding, consumer behaviour, international marketing, retailing, online- marketing, services marketing, etc. This book also includes unsolved cases and previous year solved papers for practice.

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Dr. Makarand Wazal is currently working as **Principal** at **Sinhgad College of Commerce / Savitribai Phule Pune University, Pune**. He has done B.Sc., MCM, MBA, M.Com., PDGPM, M.Phil. (Computer Sci.), Ph.D.(Management Sci.). He has having **26 years** teaching experience.



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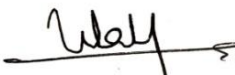

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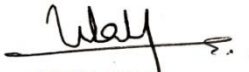
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- Dr. Makarand Wazal
- Prof. Deepika Abhijeet Kininge

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DIGITAL MARKETING

BBA, FOURTH SEMESTER

According to the New Syllabus of 'Savitribai Phule Pune University', Pune

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About the Book

This book of "Digital Marketing" provides an overview of the fundamental aspects of digital marketing activities. It presents the concepts in an appealing and logical style. In this book, every effort has been made to make the text easy to understand keeping the material according to the syllabus. Exercises and model paper is also provided in this book which will help students to prepare for the examination.

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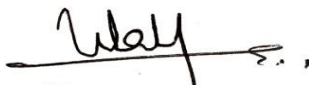
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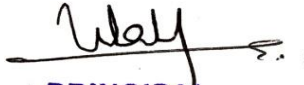
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