



Advertising and Sales Promotion (Marketing Management-III)

By S.K. Sarangi

Asian Books Pvt. Ltd, 2011. Softcover. Book Condition: New. This book is the comprehensive coverage of the entire syllabi of Advertising & Sales Promotion (Marketing Management - III) for BBA (H), 6th Semester and MBA curriculum of W.B. Technical University and other Indian Universities and B-Schools. The book has been written in a unique style with simple language with numerous examples and case studies. Each chapter contains Probable Questions and the Question Bank at the end of the book will help the students prepare for the examinations. Table of Contents Preface Advertising Communication Process Advertising & Sales Promotion Creative Aspects of Advertising Sales Promotion Business and Marketing Ethics in Business and Marketing Export Management International Marketing Globalisation Case Studies Various Related Laws Marketing Finance Interface Question Bank Bibliography etc. Printed Pages: 398.



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