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IN THE MODERN WORLD EVERY INDIVIDUAL INDULGES IN MARKETING PROCESS IN A VARIETY OF FORMS AND AT ALL PLACES BE IT BUYING OF GOODS OR SERVICES DEALING WITH CUSTOMERS APPLYING FOR JOINING A CLUB DRINKING TEA OR OFFERING COFFEE IN FACT MARKETING IS AN EXTENSIVE SOCIAL AND MANAGERIAL PROCESS BY WHICH INDIVIDUALS AND GROUPS OBTAIN WHAT THEY NEED AND WANT THROUGH CREATING OFFERING AND EXCHANGING PRODUCTS OF VALUE WITH OTHERS KEEPING IN VIEW THE INCREASING IMPORTANCE OF MARKETING THE PRESENT BOOK A PRACTICAL APPROACH TO MARKETING MANAGEMENT MAKES AN IN DEPTH STUDY OF MARKETING MANAGEMENT AND AIMS TO PROVIDE FOR THE AMBITIOUS STUDENTS A COMFORTABLE GENUINE AND FIRM GRASP OF KEY CONCEPTS OF THE SUBJECT IN A PLEASANTLY LUCID STYLE WITH A MINIMUM OF JARGON THE MAIN ATTRACTION OF THE BOOK IS THE MANNER IN WHICH THE FUNDAMENTALS OF MARKETING HAVE BEEN EXPLAINED SO AS TO ENABLE THE STUDENTS NOT ONLY TO ACQUIRE THEORETICAL KNOWLEDGE OF THE SUBJECT BUT ALSO TO APPLY THEM WHEN NEEDED IN THE REAL TIME MARKETING SITUATIONS THE PRESENT BOOK INCLUDES IN ITS WIDE SPECTRUM ALL THE CORE CONCEPTS OF MARKETING RELATIONSHIP BETWEEN EXCHANGE AND MARKETING DYNAMIC MARKETING ENVIRONMENT STRATEGIES OF MARKETING PLANNING MARKETING RESEARCH AND INFORMATION SYSTEMS DEMAND AND SALES FORECASTING MARKET SEGMENTATION DIFFERENTIATION AND POSITIONING BRANDING AND PACKAGING PRICE DETERMINATION MARKETING CHANNELS RETAILING AND FRANCHISING ADVERTISING SALES PROMOTION AND PUBLIC RELATIONS SALES MANAGEMENT MARKETING IN SERVICE SECTORS AND INTERNATIONAL INDUSTRIAL AND RURAL MARKETING TO NAME BUT A FEW THE BOOK EXPLICITLY EXPLAINS THE CONSUMER BEHAVIOUR AND SOCIAL RESPONSIBILITY OF MARKETING AND ANALYSES THE LEVELS OF COMPETITION INVOLVED IN MARKETING A PRACTICAL APPROACH TO EACH TOPIC WELL ILLUSTRATED WITH RICH EXAMPLES FROM THE INDIAN MARKETING ENVIRONMENT MAKES THE BOOK EASILY ACCESSIBLE TO THE AVERAGE READERS IN ADDITION PRACTICAL CASE STUDIES AND ANALYTICAL QUESTIONS AS WELL AS MARKETING QUIZ PROVIDED AT THE END OF EACH CHAPTER WOULD HELP THE STUDENTS OF THE MANAGEMENT IN SELF STUDY AND SELF ASSESSMENT THE BOOK WOULD BE HIGHLY USEFUL TO THE CORPORATE EXECUTIVES AND ENTREPRENEURS BESIDES THE STUDENTS AND TEACHERS OF THE SUBJECT A PERENNIAL FAVORITE JEFFREY A HELEWITZ S BASIC CONTRACT LAW FOR PARALEGALS PROVIDES PARALEGAL STUDENTS WITH A COMPREHENSIVE INTRODUCTION TO CONTRACT LAW BASIC CONTRACT LAW FOR PARALEGALS IS A CLEAR COMPREHENSIVE AND STRAIGHTFORWARD INTRODUCTION TO ALL THE BASICS OF CONTRACT LAW SPECIFICALLY DESIGNED FOR PARALEGAL STUDENTS LIVELY EXAMPLES AND WELL CRAFTED PEDAGOGY COVER ALL KEY TOPICS IN A CONTRACTS COURSE FROM OFFER ACCEPTANCE AND CONSIDERATION TO DISCHARGE OF OBLIGATIONS AND REMEDIES THE TEXT BALANCES COVERAGE OF CASE LAW WITH PROFESSIONAL SKILLS DEVELOPMENT AND CULMINATES WITH A CHAPTER THAT ASKS STUDENTS TO DRAFT A STANDARD CONTRACT AN APPENDIX OF TWELVE SAMPLE CONTRACTS PROVIDES A USEFUL ONGOING REFERENCE TOOL NEW TO THE TENTH EDITION MAJOR NEW CASES ADDRESS ACCEPTANCE NON ACCEPTANCE OF AN OFFER BY SILENCE ONLINE ACCEPTANCE OF AN OFFER THE CAPACITY OF A PERSON SUFFERING ADDICTION TO ENTER INTO A CONTRACT AMBIGUOUS CONDITIONS AND CONTRACT FORMATION BATTLE OF THE FORMS THE IMPACT OF COVID 19 ON THE DISCHARGE OF CONTRACT OBLIGATIONS PROFESSORS AND STUDENTS WILL BENEFIT FROM COMPREHENSIVE PRACTICAL AND STRAIGHTFORWARD COVERAGE OF THE BASICS OF CONTRACT LAW INCLUDING A CHAPTER ON DRAFTING SIMPLE CONTRACTS CLEARLY WRITTEN TEXT AND LIVELY EXAMPLES THAT HELP STUDENTS UNDERSTAND THE LAW WELL CRAFTED PEDAGOGY THAT INCLUDES CHAPTER OVERVIEWS HIGHLIGHTED EXAMPLES KEY TERMS REVIEW QUESTIONS SAMPLE CLAUSES FOR ANALYSIS EDITED CASES CHAPTER SUMMARIES AND END OF CHAPTER EXERCISES MANAGEABLE LENGTH THAT MAKES THIS BOOK IDEAL FOR SHORTER COURSES NEW END OF CHAPTER QUICK QUIZZES THAT PROVIDE A FINAL SELF CHECK OF STUDENTS KNOWLEDGE ETHICAL PROBLEMS AT THE END OF EACH CHAPTER THAT RAISE AWARENESS OF PROFESSIONAL RESPONSIBILITY IN PRACTICE SAMPLE CONTRACTS IN THE APPENDIX

SALES DEPARTMENT OCCUPIES A STRATEGICALLY MOST IMPORTANT POSITION IN THE PRESENT DAY MARKETING OPERATIONS THE INCREASE IN QUANTUM OF BUSINESS CHANGING DEMOGRAPHICS TECHNOLOGY AND AWARENESS OF RIGHTS AND PRIVILEGES OF THE CUSTOMERS HAVE PROMPTED GROWING COMPETITION IN BUSINESS IN THE CHANGED SCENARIO THE POSITION OF SALES MANAGER HAS GAINED IN IMPORTANCE THEREBY MAKING THE STUDY OF SALES MANAGEMENT IN A PROPER PERSPECTIVE INDISPENSABLE FOR THE STUDENTS WHO INTEND TO PURSUE A MANAGERIAL CAREER THE PRESENT BOOK A PRACTICAL APPROACH TO SALES MANAGEMENT IS A COMPLETE TREATISE ON THE SUBJECT BEGINNING WITH A WELL RESEARCHED INTRODUCTION TO THE FIELD THE BOOK DISCUSSES ALL THE KEY CONCEPTS RELATED TO SALES IT EXPLICITLY LAYS DOWN THE OBJECTIVES OF SALES MANAGEMENT ACHIEVEMENT OF SUFFICIENT SALES VOLUMES CONTRIBUTION TO DESIRABLE PROFITS AND ENSURING CONTINUOUS GROWTH FOR THE COMPANY AND ITS FUNCTIONS SALES PLANNING ORGANISING THE SALES EFFORT COORDINATION WITH OTHER DEPARTMENTS APPOINTING AND TRAINING SALES PERSONNEL MOTIVATING SALES PERSONS ACHIEVING SALES TARGETS ADMINISTRATION AND CONTROL TO NAME BUT A FEW THE ROLE OF A MODERN DAY SALES MANAGER HAS BEEN EXCLUSIVELY PRESENTED IN DETAIL WITH A VIEW TO MAKE THE STUDENTS HIGHLY COMPETENT IN HANDLING THE REAL TIME MARKETING SITUATIONS THE OTHER IMPORTANT CONCEPTS OF SALES WHICH HAVE BEEN ANALYTICALLY STUDIED IN THE PRESENT BOOK INCLUDE MARKETING POLICIES ON SALES MARKET DEMAND AND SALES FORECASTING RECRUITMENT AND SELECTION OF SALES PERSONS SALES TRAINING PROGRAMMES PERFORMANCE EVALUATION SALES BUDGET SALES TERRITORIES SALES CONTROL AND ANALYSIS AND MANY OTHERS A PRACTICAL APPROACH TO EACH TOPIC WELL ILLUSTRATED WITH RICH EXAMPLES FROM THE INDIAN SALES ENVIRONMENT MAKES THE BOOK EASILY ACCESSIBLE TO THE AVERAGE READERS A GLOSSARY OF SALES AND SELLING TERMS GIVEN IN THE APPENDIX OF THE BOOK IS AN ADDED ADVANTAGE PROVIDED TO THE READERS WHICH WOULD FACILITATE THEM IN UNDERSTANDING OF THE SUBJECT IN ADDITION PRACTICAL CASE STUDIES AND ANALYTICAL QUESTIONS AS WELL AS SALES QUIZ PROVIDED AT THE END OF EACH CHAPTER WOULD HELP THE STUDENTS OF MANAGEMENT IN SELF STUDY AND SELF ASSESSMENT THE BOOK WOULD BE HIGHLY USEFUL TO THE CORPORATE EXECUTIVES AND ENTREPRENEURS BESIDES THE STUDENTS AND TEACHERS OF THE SUBJECT

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CANADIAN BUSINESS AND TECHNICAL INDEX

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IN THE MODERN WORLD EVERY INDIVIDUAL INDULGES IN MARKETING PROCESS IN A VARIETY OF FORMS AND AT ALL PLACES BE IT BUYING OF GOODS OR SERVICES DEALING WITH CUSTOMERS APPLYING FOR A JOB JOINING A CLUB DRINKING TEA OR OFFERING COFFEE IN FACT MARKETING IS AN EXTENSIVE SOCIAL AND MANAGERIAL PROCESS BY WHICH INDIVIDUALS AND GROUPS OBTAIN WHAT THEY NEED AND WANT THROUGH CREATING OFFERING AND EXCHANGING PRODUCTS OF VALUE WITH OTHERS KEEPING IN VIEW THE INCREASING IMPORTANCE OF MARKETING THE PRESENT BOOK A PRACTICAL APPROACH TO MARKETING MANAGEMENT MAKES AN IN DEPTH STUDY OF MARKETING MANAGEMENT AND AIMS TO PROVIDE FOR THE AMBITIOUS STUDENTS A COMFORTABLE GENUINE AND FIRM GRASP OF KEY CONCEPTS OF THE SUBJECT IN A PLEASANTLY LUCID STYLE WITH A MINIMUM OF JARGON THE MAIN ATTRACTION OF THE BOOK IS THE MANNER IN WHICH THE FUNDAMENTALS OF MARKETING HAVE BEEN EXPLAINED SO AS TO ENABLE THE STUDENTS NOT ONLY TO ACQUIRE THEORETICAL KNOWLEDGE OF THE SUBJECT BUT ALSO TO APPLY THEM WHEN NEEDED IN THE REAL TIME MARKETING SITUATIONS THE PRESENT BOOK INCLUDES IN ITS WIDE SPECTRUM ALL THE CORE CONCEPTS OF MARKETING RELATIONSHIP BETWEEN EXCHANGE AND MARKETING DYNAMIC MARKETING ENVIRONMENT STRATEGIES OF MARKETING PLANNING MARKETING RESEARCH AND INFORMATION SYSTEMS DEMAND AND SALES FORECASTING MARKET SEGMENTATION DIFFERENTIATION AND POSITIONING BRANDING AND PACKAGING PRICE DETERMINATION MARKETING CHANNELS RETAILING AND FRANCHISING ADVERTISING SALES PROMOTION AND PUBLIC RELATIONS SALES MANAGEMENT MARKETING IN SERVICE SECTORS AND INTERNATIONAL INDUSTRIAL AND RURAL MARKETING TO NAME BUT A FEW THE BOOK EXPLICITLY EXPLAINS THE CONSUMER BEHAVIOUR AND SOCIAL RESPONSIBILITY OF MARKETING AND ANALYSES THE LEVELS OF COMPETITION INVOLVED IN MARKETING A PRACTICAL APPROACH TO EACH TOPIC WELL ILLUSTRATED WITH RICH EXAMPLES FROM THE INDIAN MARKETING ENVIRONMENT MAKES THE BOOK EASILY ACCESSIBLE TO THE AVERAGE READERS IN ADDITION PRACTICAL CASE STUDIES AND ANALYTICAL QUESTIONS AS WELL AS MARKETING QUIZ PROVIDED AT THE END OF EACH CHAPTER WOULD HELP THE STUDENTS OF THE MANAGEMENT IN SELF STUDY AND SELF ASSESSMENT THE BOOK WOULD BE HIGHLY USEFUL TO THE CORPORATE EXECUTIVES AND ENTREPRENEURS BESIDES THE STUDENTS AND

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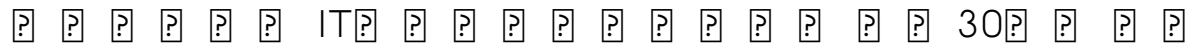
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LEGAL RESEARCH IS A FUNDAMENTAL SKILL FOR ALL LAW STUDENTS AND ATTORNEYS REGARDLESS OF PRACTICE AREA OR WORK VENUE KNOWLEDGE OF THE SOURCES AND PROCESSES OF LEGAL RESEARCH UNDERPINS THE LEGAL PROFESSIONAL S WORK ACADEMIC LAW LIBRARIANS AS RESEARCH EXPERTS ARE UNIQUELY QUALIFIED TO TEACH LEGAL RESEARCH WHETHER PARTICIPATING IN THE MANDATORY FIRST YEAR LAW SCHOOL CURRICULUM OR OFFERING ADVANCED OR SPECIALIZED LEGAL RESEARCH INSTRUCTION LAW LIBRARIANS HAVE THE UP TO DATE KNOWLEDGE THE BROAD VIEW OF THE FIELD AND THE EXPERTISE TO PROVIDE THE BEST LEGAL RESEARCH INSTRUCTION POSSIBLE THIS COLLECTION OFFERS BOTH THEORETICAL AND PRACTICAL GUIDANCE ON LEGAL RESEARCH EDUCATION FROM THE PERSPECTIVES OF THE LAW LIBRARIAN CONTAINING WELL REASONED ANALYTICAL ARTICLES ON THE TOPIC THE VOLUME EXPLAINS AND SUPPORTS THE LAW LIBRARIAN S ROLE IN LEGAL RESEARCH INSTRUCTION THE CONTRIBUTORS TO THIS BOOK ALL EXPERTS IN TEACHING LEGAL RESEARCH CHALLENGE ACADEMIC LAW LIBRARIANS TO SEIZE THEIR INSTRUCTIONAL ROLE IN THE LEGAL ACADEMY THIS BOOK WAS BASED ON A SPECIAL ISSUE OF LEGAL REFERENCE SERVICES QUARTERLY

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