

In general, this book discusses 1. Marketing Mix Theory and Practice 2. Segmentation, Targeting, and Positioning 3. Theory and Practice of Consumer Behavior 4. New Product Development 5. Modern Marketing Channels 6. Hotel Vs. Online Travel Agency 7. Optimizing Hotel Website Performance 8. Search Engine Optimization for Hotel Websites 9. Electronic Mail Marketing 10. Competitive Strategy & Alliances Note: This eBook is a guide and serves as a first guide. In addition, please get expert advice

The Encyclopaedic Dictionary of Marketing-Kaleem Mohammad Khan 2006-08-07 This reader-friendly dictionary covers around 5,000 terms, concepts, theories, methods and techniques related to general marketing, advertising, sales promotion, sales management, retailing, international marketing, consumer behaviour, e-marketing, marketing research and service marketing. Individual terms are lucidly explained and examples have been provided where required. The volume serves as a valuable resource to all in the field of marketing.

Managing Health Programs and Projects-Beaufort B. Longest, Jr. 2004-06-08

Contextual Selling-Rajan Parulekar 2015-09-23 Thanks to internet and the ease in accessing information, the competition which was across the city now is just a mouse click away. Contextual Selling - A New Sales Paradigm for the 21st Century provides a simple and practical framework for the practising sales professionals. Whether you are a manager or a field sales executive, one needs to have the competencies of Emotional Intelligence, Intelligence Quotient & the Conceptual Skills to succeed in a highly competitive and globalized market. The author in his humorous and witty style shows the games played by customers, the sales executives and the managers and the strategies to survive and grow in a cut-throat business environment.