



What is Marketing: marketing management for beginners (Black & White version): Step-by-step guide to the principles of marketing with focus on ... customer satisfaction & customer loyalty.

Varun Sharma

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Bound within these pages, you will discover a trendy, energetic course in marketing. "What is Marketing" introduces every major topic taught in a traditional top-MBA program. Consider this a crash course in everything you need to know about the art of marketing. Filled with profound visual treatise and easy-to-understand examples, each topic provides an intuitive understanding of marketing for those just getting started and for those who need a quick brush-up.

Whether you are a passionate entrepreneur looking for a way to market your products & services in a fiercely competitive market or a management professional aiming for a bird's-eye view of marketing, this book will unravel the very things you need to succeed. Whether you are just curious or in need of a fresh perspective, "What is Marketing" has been well-thought out with you in mind. Overflowing with rich visuals and simplistic explanations, the most complex marketing concepts will become relatable, helping you to grasp a hold of these notions with as little time as possible so that you can get to work right away and discover the difference these tactics will make for your business.

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