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The Practice of Marketing: Science or Superstition?

By Shyamal Ghose, Foreword By R. Gopalkrishnan

Roli Books, New Delhi, India, 2005. Paperback. Book Condition: New. First Edition. This book offers a comprehensive introduction to the methodology and applications of marketing models, starting with building blocks for models. This is then followed by the design of measurement instruments for the model and field experiments, and then the art (and science!) of drawing conclusions from the field studies. All this is achieved in a cohesive and concise manner with the overall strategy providing the link between these sections. A how-to" book that is not burdened by indecipherable theory, it is also extremely easy to read with short, distinct chapters. In short, a must-read for marketing practitioners who believe there is more to marketing than gut feel!! Printed Pages: 276. Size: 7.75 x 5.25 Inches.



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