

About the Book

The book provides an insight into the different aspects of Marketing Communications. Emerging issues in marketing communications- Marketing Mix decisions, Promotion mix, Consumer behaviour, Consumer decision making, Integrated marketing Concept and various theories of marketing are important topics of this book. It is an attempt to provide elementary text designed to cater to the needs of undergraduate students of Commerce.

This book has been written in a very lucid and expressive language for easier understanding of concepts supported with suitable examples related to Indian business scenario. Text has also been supported with learning aids figures, tables, pictorial exhibits to brief up the topic at a glance. Each chapter has been supplemented with review questions included at the end. Last year's Delhi University paper questions have also been included so that students can relate to the examination concept and style.

About the Authors

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