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Department of Commerce SF Fatima Mata National College Autonomous Kollam Kerala India **Fundamentals of Marketing** Dr. Nimit M. Sheth ,Dr. Prashant G. Mishra,2024-11-18 Fundamentals of Marketing serves as a comprehensive guide for students professionals and enthusiasts eager to understand the principles and practices of modern marketing This book unravels the intricate world of marketing by blending theory with real world applications making it a vital resource for those seeking to excel in this dynamic field The book begins with a foundational exploration of marketing concepts including the evolution of marketing its importance in today s global economy and the role of technology in reshaping consumer behavior It delves into critical topics such as market research segmentation positioning and the marketing mix product price place and promotion providing readers with actionable insights for creating impactful marketing strategies Each chapter is enriched with case studies from leading industries illustrating how organizations adapt to challenges and seize opportunities in highly competitive markets The integration of traditional marketing practices with modern digital trends such as social media marketing influencer marketing and data driven decision making sets this book apart ensuring its relevance in the digital age With an emphasis on both academic rigor and practical application Fundamentals of Marketing is structured to be user friendly featuring summaries exercises and discussion prompts to reinforce learning Whether you re preparing for a marketing career upgrading your skills or seeking to understand consumer behavior this book is your go to resource for mastering the art and science of marketing **Modern Marketing** Kenneth Odoi,2025-02-21 Modern Marketing Strategies Tools and Trends for the Digital Age is a comprehensive guide to navigating the fast evolving world of marketing Packed with actionable insights real world examples and cutting edge strategies this book covers everything from digital marketing channels and data driven decision making to ethical practices and emerging technologies like AI and AR Whether you re a marketer business owner or student this book equips you with the tools to build meaningful customer relationships drive growth and stay ahead in the digital era LEARN MARKETING SCIENCE Book 01 Fundamentals Diego Rodrigues,2025-08-21 LEARN MARKETING SCIENCE Book 01 Fundamentals Master the Concepts of the Discipline that Connects Quantitative Methods to Market Decisions This book was developed for students and professionals in marketing data analysis data science artificial intelligence and machine learning who seek to master the new paradigm of science and technology driven marketing management Learn to structure campaigns based on real data connect leading platforms and implement automated decisions using statistical methods predictive modeling and advanced analytics with solutions such as Google Analytics Salesforce HubSpot BigQuery Python R Tableau Power BI and cloud computing Develop skills to build data pipelines measure ROI optimize sales funnels and integrate market intelligence in a practical way Includes Application of statistical models and machine learning Integration of Google Salesforce HubSpot Meta Ads platforms Advanced data visualization with Power BI and Tableau Campaign optimization and multichannel attribution analysis Building scalable data pipelines and automating insights Implementing omnichannel strategies and dynamic personalization Customer journey

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