

# Industrial Marketing SOLVED NOTES EBOOK CHAPTERWISE



**Brand:**  
**Product Code:** ebook83  
**Weight:** 0.00kg

**Price: Rs500**

## **Short Description**

**Industrial Marketing SOLVED NOTES EBOOK CHAPTERWISE**

## **Description**

**Industrial Marketing SOLVED NOTES EBOOK CHAPTERWISE**

**Product Details: Industrial Marketing SOLVED NOTES EBOOK  
CHAPTERWISE**

**Format: EBOOK DOWNLOAD IN FEW HOURS**

**Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM**

**Edition Description: 2018-19**

**Pages : 250+**

**RATING OF EBOOK: EXCELLENT DOWNLOAD IN FEW HOURS**

# 1. DOWNLOAD EBOOK WITH NOTES CHAPER WISE

## **PREVIEW OF CHAPTERS SYLLABUS**

### **Industrial Marketing**

#### **Unit I**

**Introduction to Industrial Markets - Industrial Marketing System, Concepts and Characteristics - Types of Industrial Markets - Industrial Buyer Behaviour.**

#### **Unit II**

**Strategic Industrial Marketing (S.T.P.) - Marketing Information Systems and Marketing Research – B2B Commerce.**

#### **Unit III**

**Classification of Industrial Products and Services - New Product Development and Introduction - Industrial Product Management - Pricing Decisions in Industrial Markets.**

#### **Unit IV**

**Formulating Channel Strategies and Physical Distribution decisions – Channel Management - Promotional Strategies for Industrial Goods/ Services.**

#### **Unit V**

**Developing Marketing Strategies and Programs for Industrial Goods / Services. – Formulating channel strategy – Pricing strategy Promotional strategy – Sales force automation**

### **Details**

- 1. Pdf book chapter wise**
- 2. Detail chapter wise quality notes**
- 3. Ready to print**
- 4. Download in few hrs or 24 hrs**
- 5. Huge selling**

