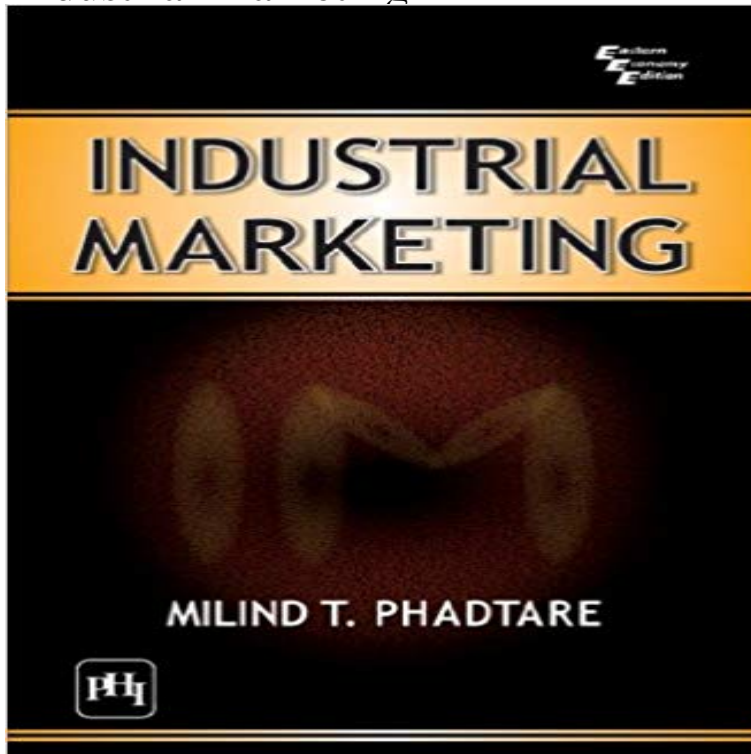


Industrial Marketing



Intended as a text for postgraduate students of management, this compact and concise book discusses the various aspects of industrial marketing which essentially deals with business between large entities such as corporations, limited companies and the government departments. The book begins with an introduction to key concepts, buying behaviour, marketing intelligence, segmentation and positioning in the market, as well as product and price mix. Then it goes on to give an insightful analysis of such topics as advertisement and promotion, and project marketing. It also discusses differences between product and project marketing. Besides explaining the criteria for selecting dealers, the text shows the importance of managing marketing channels and highlights, in the process, the channel conflicts. The text concludes with a discussion on commercial terms and documents. The text provides seven case studies which lend a practical flavour to it and illustrate the concepts discussed. **KEY FEATURES** Shows the importance and selection criteria of marketing channels. Explains commercial clauses and contents of documents. Explains differences between product marketing and project marketing. Provides questions at the end of every chapter. Interspersed with real-life examples, this book should also prove very handy to the practicing manager.

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