



# Business Marketing: Concepts and Cases

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## **Business Marketing: Concepts and Cases** Shared Sarin

This textbook presents conceptual and contextual inputs for taking quality decisions in business marketing strategies helping the reader to deal with everyday managerial situations. The examples and cases provided in this textbook mirror the ground realities of Indian industries and also acquaint the reader with the knowledge of the vast diversity of products and markets of business marketing. The seamless treatment of concepts makes this textbook ideal for students from India and for everyone who wants a global outlook with an Indian perspective.

### Highlights:

Comprehensive coverage on topics such as Marketing of Projects, Strategic Brand Management and Globalisation of Business provide a unique dimension to this text.

Business Marketing Insights provide a substantial peek into the real world scenarios of business marketing as they are based on research and author's own experiences.

30 thought provoking cases provide a handy reference to the ground realities of Indian business marketing.

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