



Rajagopal

Contemporary Marketing Strategy

Analyzing Consumer Behavior to Drive Managerial Decision Making

- **First book to blend consumer behavior with the marketing decision-making process and discuss new managerial strategies**
- **Addresses contemporary arguments to the marketing decision making practices, linking its implication in developing consumer-led business paradigms to attain sustainable market competitiveness**
- **Illustrates consumer analysis and market behavior mapping**

The broad foundation of this book is laid on the conceptual discussions on consumer theories and applied arguments on shifts in consumer behavior. This book develops knowledge and skills on building market-centric and competition-oriented models. Discussions in the book illustrate strategies for managing competitive market interventions through advanced marketing-mix elements across nine chapters. Various perspectives on innovation and technology for expanding and establishing business in competitive markets are critically reviewed in these chapters. This book examines advanced marketing-mix and several consumer-centric strategies to co-create new businesses in new markets by associating consumers.

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