

Marketing Management

Text and Cases
An Indian Perspective

4th Edition

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Text and Cases: An Indian Perspective

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Preface



P

This Fourth Edition of *Marketing Management – Text and Cases: An Indian Perspective* brings together the purpose and strengths of earlier editions into one unified and enriched preface. The book was originally created to fill a critical gap in marketing literature: the absence of textbooks that explain marketing concepts within the Indian context. While many global books offer valuable insights, they do not fully address the unique characteristics, challenges, and opportunities present in the Indian market. This edition continues to build on that foundation, emphasizing Indian products, Indian companies, local market conditions, and examples from both national and multinational firms operating in the country.

India's economy has witnessed significant transformation over the years. Growing incomes, expanding consumer aspirations, increasing competition, liberalized policies, and the steady entry of multinational brands have reshaped the marketing environment. The shift from a sellers' market to a buyers' market has made customer value, innovation, and strategic marketing more important than ever. Today, the success of a business depends greatly on how effectively it understands consumer needs and implements its marketing functions.

In this rapidly changing environment, access to reliable, timely, and relevant information has become essential. Marketing research has therefore evolved into a crucial decision-making tool. With abundant data available through business journals, economic dailies, research publications, and expert analyses, marketers can now make more informed decisions. This edition draws extensively from such sources and incorporates updated examples, insights, and discussions to reflect the realities of the Indian business world.

Case methodology, a widely used approach in management education, continues to be a vital component of this edition. Cases allow students and practitioners to apply theoretical concepts to real business situations. They encourage analytical thinking, problem diagnosis, and decision-making based on factual evidence. In this edition, the case studies have been further revised, expanded, and aligned with current market trends to provide richer learning experiences.

This Fourth Edition also integrates improvements drawn from years of feedback from teachers, students, professionals, and reviewers. The content has been thoroughly revised and expanded to include new chapters, updated exercises, and modern applications that address emerging marketing practices and technologies. Our goal remains to offer a comprehensive, practical, and relevant resource for students of MBA, M.Com., MBE, BBA, BBS, B.Com., PGDBM, PGDMM, and for industry practitioners seeking deeper marketing insights.

We extend our sincere gratitude to all who contributed to the development of this edition. Their valuable suggestions and support have helped make this book more refined, more relevant, and more beneficial. We remain committed to continuous improvement and welcome further feedback for enhancing future editions.

Dr. R.L. Varshney

Dr. S.L. Gupta

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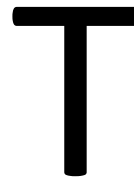
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Snapshot of the Book



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19.	Retail and Direct Marketing Strategies	30	3	7	1	12	3	12	1
Unit-VI: Integrated Marketing Communications									
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21.	Sales Promotion in Modern Marketing: Strategies, Tools and Evaluation	36	1	2	1	21	5	24	1
22.	Sales Management and Public Relations	28	3	5	1	15	3	22	1
23.	Personal Selling	22	4	2	1	12	3	21	1
Unit-VII: Specialised Marketing Areas									
24.	Service Marketing	32	9	5	2	12	6	14	1
25.	Rural Marketing	26	3	2	1	12	4	11	1
26.	Relationship And Interactive Marketing	20	3	3	2	12	5	15	1
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AI Tools for Marketing Managers



AI

1. **Jasper AI:** Creates high-quality marketing copy using customizable templates.
2. **Copy.ai:** Generates social media captions, ads, blogs, and product descriptions instantly.
3. **Writesonic:** AI writing tool for long blogs, ads, and SEO-optimized content.
4. **Rytr:** Produces quick, affordable AI text for emails, posts, and marketing materials.
5. **Anyword:** Uses data-driven predictions to write high-converting marketing copy.
6. **Neuroflash:** AI-based content generator with brand-tone control.
7. **Peppertype.ai:** Creates short-form marketing content like ads and captions.
8. **Scalenut:** AI SEO + writing platform for research-backed long-form content.
9. **ShortlyAI:** Expands short prompts into long paragraphs for creative writing.
10. **Copysmith:** Helps e-commerce teams generate bulk product descriptions.
11. **CopyMonkey:** Creates optimized Amazon product listings automatically.
12. **Headline:** Generates landing page copy and headlines using AI.
13. **Nichesss:** Niche-focused content generator for small business marketing.
14. **Texta.ai:** Writes blogs and marketing text with auto-research.
15. **Wordtune:** Rewrites sentences to improve clarity and tone.
16. **GrammarlyGO:** AI assistant for writing, editing, and tone adjustment.
17. **Sudowrite:** Creative writing AI for storytelling and idea expansion.
18. **Hypotenuse AI:** Creates SEO-rich product descriptions and blogs.
19. **Writer.com:** Enterprise AI writing assistant ensuring brand-style consistency.
20. **Compose.ai:** Autocompletes and rewrites text for faster writing.
21. **Hootsuite AI:** Suggests captions and analyzes optimal posting times.
22. **Buffer AI:** Creates AI-generated posts and schedules them automatically.
23. **Lately.ai:** Converts long videos or blogs into dozens of social posts.
24. **Sprout Social AI:** Provides engagement insights and automated replies.
25. **SocialBee.ai:** Creates and manages AI-powered social content calendars.

26. **Predis.ai:** Designs entire social posts (text + visuals) using AI.
27. **FeedHive:** AI suggestions for better engagement and viral content.
28. **Publer AI:** Creates captions, hashtags, and auto-schedules posts.
29. **Ocoya:** AI designer + writer for creating social ads quickly.
30. **HelloWoofy:** Automates social posts using smart AI suggestions.
31. **ContentStudio:** AI-powered social listening and content scheduling.
32. **MavSocial:** Social management tool with automated visual content tagging.
33. **Loomly AI:** Suggests post ideas and optimizes content performance.
37. **Metricool:** Provides AI analytics for social and ad performance.
35. **Statusbrew:** Automates replies and manages multi-platform social campaigns.
36. **SEMrush:** AI keyword research and competitor analysis platform.
37. **Ahrefs:** Provides search visibility and backlink intelligence using AI.
38. **Moz Pro:** Tracks rankings and optimizes pages with smart SEO insights.
39. **SurferSEO:** Helps write SEO-optimized content with AI content scoring.
40. **Frase:** Creates SEO briefs and drafts using AI research.
41. **Clearscope:** AI content optimizer for better keyword usage.
42. **MarketMuse:** AI content planner with topic insights and gaps.
43. **RankIQ:** Helps rank blogs faster with AI-selected keywords.
44. **TopicMojo:** Finds trending search topics and questions.
45. **LowFruits:** Spots easy-rank low-competition keywords using AI.
46. **SEO PowerSuite:** Automates audits, rank checks, and link building.
47. **PageOptimizer Pro:** AI tool for on-page SEO improvements.
48. **SE Ranking:** All-in-one SEO platform with AI keyword tracking.
49. **KeywordInsights.ai:** Clusters keywords and search intent using AI.
50. **WriterZen:** AI keyword research and plagiarism-free content writing.
51. **Canva AI:** Generates designs, images, and presentations automatically.
52. **Adobe Firefly:** Creates images and text effects through generative AI.
53. **Midjourney:** Produces high-quality artistic images from text prompts.
54. **DALL·E:** AI-generated images for ads, marketing, and creative visuals.
55. **Leonardo AI:** Creates professional 3D visuals, product shots, and art.
56. **Fotor AI:** Photo enhancement and AI image generation tool.
57. **Piktochart:** AI-powered infographic and presentation maker.
58. **Visme:** Creates branded graphics and visual marketing material.
59. **Snappa:** Quick graphic design tool for social media creatives.
60. **Crello:** AI-based animation and design builder.
61. **Kapwing:** AI video + image editor with templates.
62. **Synthesia:** Creates AI avatar videos from text.
63. **Lumen5:** Turns blogs into AI-generated videos.
64. **RunwayML:** Advanced AI video and image editing suite.
65. **Designs.ai:** All-in-one AI platform for logos, videos, and banners.
66. **Pictory:** Converts scripts and text into professional videos.
67. **InVideo AI:** Generates marketing videos automatically from prompts.
68. **VEED.io:** AI-powered video editing and caption creation.
69. **Fliki:** Creates videos with AI voiceovers.
70. **Descript:** Edits video/audio by editing text.
71. **Synthesia:** AI avatar-based video generation.
72. **Rephrase.ai:** Creates personalised marketing videos.

73. **Kamua:** Automatically resizes and edits videos for platforms.
74. **Steve.ai:** Makes animated and live-action videos using AI.
75. **Kapwing AI Video:** Auto-edits and enhances marketing videos.
76. **Mailchimp AI:** Suggests send times, subject lines, and segments.
77. **HubSpot CRM:** AI-powered customer tracking and email personalization.
78. **Salesforce Einstein:** Predicts customer behavior and sales outcomes.
79. **Zoho CRM AI:** Provides smart sales recommendations and scoring.
80. **ActiveCampaign:** Automates email journeys using behavior data.
81. **Brevo (Sendinblue):** AI segmentation and email personalization.
82. **Klaviyo:** Smart e-commerce email automation.
83. **Constant Contact AI:** Creates optimized email campaigns.
84. **Smartwriter.ai:** Writes personalized outreach emails.
85. **Outreach.io:** AI-driven sales engagement platform.
86. **Intercom AI:** Automates customer support conversations.
87. **Drift:** AI chatbot for lead generation and qualification.
88. **Tidio AI:** Live chat + AI response system.
89. **ManyChat:** Automates WhatsApp, Instagram, and Facebook messaging.
90. **MobileMonkey:** Creates chatbots for marketing automation.
91. **Chatfuel:** Drag-and-drop AI chatbot builder.
92. **Crisp Chat:** AI-powered multi-channel support.
93. **Zoho SalesIQ:** AI bot for real-time website engagement.
94. **Ada:** Automated customer service chatbot.
95. **Freshchat AI:** Predictive support chat for faster resolutions.
96. **Google Analytics AI:** Provides predictive insights and smart recommendations.
97. **Power BI AI:** Converts data into smart visual insights.
98. **Tableau AI:** Automates chart building and insights.
99. **Brandwatch:** AI social listening and brand analysis.
100. **Shopify Magic:** AI assistant for store content and product descriptions.
101. **Vue.ai:** AI personalization for product recommendations.
102. **Clerk.io:** Smart search and product recommendation engine.
103. **Algolia:** AI-powered search for e-commerce sites.
104. **Wix ADI:** Builds websites using AI in minutes.
105. **BigCommerce AI:** Provides automated store insights and suggestions.
106. **Recom.ai:** Personalized recommendation tool for online stores.
107. **Nosto:** AI-driven e-commerce personalization.
108. **Klevu AI:** Intelligent product search and discovery.
109. **Octane AI:** Quiz-based personalization for e-commerce.
110. **Notion AI:** Summarizes, writes, and organizes workspaces.
111. **Trello AI:** Automates task suggestions and workflow improvements.
112. **Asana AI:** Predicts deadlines and organizes tasks.
113. **Monday.com AI:** Offers automated work insights and planning.
114. **ClickUp AI:** Writes documents and speeds up task management.
115. **Upfluence:** Finds influencers using AI matching.
116. **HypeAuditor:** Analyzes influencer authenticity and audience.
117. **AspireIQ:** Manages influencer collaborations.
118. **CreatorIQ:** Tracks creator performance using AI insights.
119. **Modash:** Helps brands find and evaluate influencers globally.

The Marketing Funnel

Update of 2026



Source: Nafees Salim, The Marketing Funnel (Update of 2026). Social media post

About the Book

- This book presents a comprehensive understanding of marketing management within the Indian environment.
- It emphasizes how economic changes, liberalization, and global brands have reshaped marketing in India.
- The text highlights the growing importance of customer value, innovation, and strategic marketing.
- It uses case studies and practical examples to connect theory with real business applications.
- The book offers a blend of research insights, updated examples, and applied marketing tools.
- Overall, it serves as both a textbook and a practical guide for students and professionals in marketing

Salient Features

- The book provides a strong Indian perspective on marketing, filling the gap left by foreign-focused textbooks.
- It explains marketing concepts through Indian products, companies, markets, and real business situations.
- The content is fully updated to reflect India's changing economy, rising incomes, and new consumer behavior.
- It includes revised and expanded case studies designed to build analytical and decision-making skills.
- The book integrates insights from marketing research, business journals, expert opinions, and market data.
- It features new chapters, updated exercises, and modern marketing practices aligned with current trends.
- The edition is tailored for MBA, M.Com., BBA, B.Com., PGDBM, PGDMM, and marketing practitioners.

About the Authors

Dr. R. L. Varshney is recognized as a former senior faculty member at the Indian Institute of Foreign Trade (IIFT) and has also served in leadership roles, including Director / Additional Director General. He has actively participated in numerous academic and industry forums, contributing expert insights on global business, international marketing, and foreign trade. His scholarly work and contributions are included in academic curricula, particularly in programs related to international marketing and trade management, reflecting their continued relevance and impact.

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