



Marketing Management

Rajan Saxena

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Key features: the revision has been motivated by changes which have taken place post 2002, like diffusion of technology in rural markets, emergence of organized retailing, growing emphasis on services, changing demographics, focus on rural markets, emphasis on eco-fri the revision has been motivated by changes which have taken place post 2002, like diffusion of technology in rural markets, emergence of organized retailing, growing emphasis on services, changing demographics, focus on rural markets, emphasis on eco-friendly products, wto and so on... About the author: : rajan saxena dr rajan saxena is director, sp jain institute of management and research (spjimr), mumbai, india. Before joining spjimr he was director, indian institute of management, indore (iim-i). He has also held the position of thumbs up chair in marketing and dean (academic and management development) when he was at narsee monjee institute of management studies (nmims) mumbai between 19? to 2000.

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