

1. Record Nr.	UNINA9910454713503321
Autore	Singh Awadhesh Kumar
Titolo	Rural marketing [[electronic resource] ] : Indian perspective / / Awadhesh Kumar Singh, Satyaprakash Pandey
Pubbl/distr/stampa	New Delhi, : New Age International (P) Ltd., Publishers, c2005
ISBN	1-281-44960-1 9786611449605 81-224-2297-7
Descrizione fisica	1 online resource (228 p.)
Altri autori (Persone)	PandeySatyaprakash
Disciplina	307.1412
Soggetti	Marketing - India Agriculture - India - Marketing Electronic books. India Economic policy India Rural conditions
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Cover; Preface & Acknowledgement; Contents; Chapter 1 Introduction; Chapter 2 Liberalized Economy-Impact on Rural Marketing; Chapter 3 The Rural Consumer in India; Chapter 4 Marketing of Agricultural Inputs; Chapter 5 Marketing of Agricultural Produce; Chapter 6 Marketing Rural Non-Farm Products; Chapter 7 Rural Communication; Chapter 8 Marketing Research and MIS; Chapter 9 Marketing of Consumer Goods and Durables; Chapter 10 Rural Distribution Channels; Chapter 11 Marketing of Services; Chapter 12 Marketing for Social Development; Chapter 13 Rural Retailing Chapter 14 Problems and Challenges of Rural MarketingChapter 15 Rural Marketing Strategies for India; Bibliography
Sommario/riassunto	Rural Marketing as a separate discipline in management teaching has emerged recently. The growing importance of the subject has been well realized by the marketers, policymakers and management interns. However, there is dearth of quality literature on the subject, comprehensive coverage of all the dimensions, aspects and managerial issues pertaining to rural marketing. In most of the management

institutions, a half-baked knowledge of rural marketing is being imparted to the management interns while there is more emphasis on marketing perspective on harnessing the immense potential offered by  
r

---