

1. Record Nr.	UNINA9910782880503321
Autore	Khan Matin A
Titolo	Consumer behaviour and advertising management [[electronic resource] /] / Matin Khan
Pubbl/distr/stampa	New Delhi, : New Age International (P) Ltd., Publishers, c2006
ISBN	1-282-07401-6 9786612074011 81-224-2552-6
Descrizione fisica	1 online resource (391 p.)
Disciplina	658.8/342 658.8342
Soggetti	Consumer behavior Advertising - Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	pt. 1. Consumer behaviour -- pt. 2. Advertising management.
Sommario/riassunto	About the Book: This book, Consumer Behaviour and Advertising Management, is addressed primarily to the students pursuing courses in management in universities and students in India. It explains the fundamentals of the subjects and is illustrated with practical examples in Indian environment . It covers almost all the topics required to be studied in the field of consumer behaviour and advertising management. It covers the syllabi of IET. The text on consumer behaviour has been amply made clear with case studies. The chapters on advertising, besides dealing with promotional tools, also exp