



Business Marketing (Text & Cases)

By Krishna K Havaldar

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This book (earlier known as Industrial Marketing) focuses on decision making in various business-to-business marketing scenarios. A valuable resource for undergraduate and postgraduate students of management and commerce, it also serves as reference material for practicing managers in this field. This edition has been made up-to-date by integrating new insights into the subject, which are a result of new research undertaken since the publication of the previous edition. **NEW IN THIS EDITION:** • A new chapter on Product and Brand Strategy • New and expanded coverage of topics and concept across all chapters • 27 new cases (A total of 39 cases) • New pedagogy including objective questions, key terms, and reference notes • “Case-chapter selection matrix”-linking cases to relevant chapters

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