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*Marketing management*  
Chandresh Agrawal

1. 100% Based on NCERT Guidelines. 2. Important questions have been include chapterwise and unitwise. 3. Previous year questions with answers of board examinations have been included. 4. Solved Model Test Papers for board examination preparation for the current year have been included 1. Sensing and Identification of Entrepreneurial Opportunities, 2. Environment Scanning, 3 . Market Assessment, 4. Identification of Entrepreneurial Opportunities and Feasibility Study, 5.

Selection and Setting up of an Enterprise, 6. Business Planning, 7. Concept of Project and Planning, 8. Formulation of Project Report and Project Appraisal, 9. Resource Assessment—Financial and Non-Financial, 10. Fixed and Working Capital Requirements, 11. Fund Flow Statement, 12. Accounting Ratios, 13. Break-Even Analysis, 14. Venture Capital : Sources and Means of funds, 15. Selection of Technology, 16. Fundamentals of Management, 17. Production Management and Quality Control, 18. Marketing Management, 19. Financial Management, 20. Determination of Cost and Profit, 21. Possibilities and Strategies for Growth and Development in Business, 22. Entrepreneurial Discipline and Social Responsibility, Model Paper Set I-IV Board Examination Paper (Solved)  
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*Exam Scorer Commerce Class 12 Chandresh Agrawal*

Toujours plus à jour : la communication de masse ou personnalisée (fini la distinction média hors média !) ; les pratiques émergentes fondées sur les nouvelles technologies (marketing interactif, sur mobile...) ; le pouvoir accru des consommateurs et le marketing participatif ; la force des stratégies low cost dans le contexte de crise ; le rôle du marketing dans la responsabilité sociale de l'entreprise. Toujours plus pédagogique : une parfaite adaptation au contexte français et européen ; de multiples exemples réels et inédits (Vélib', Facebook, Naturalia, la Wii, Red Bull, Tata, Innocent, l'iPhone, Wikipédia, Xerox, etc.) ; en images et en couleurs, les dernières campagnes marquantes ; des exercices et une étude de cas dans chaque chapitre. Toujours plus innovante : Un CD-ROM avec : Inédit ! Les Flashcards, un outil de révision interactif des notions et définitions ; Des quiz d'autoévaluation (QCM, Vrai/Faux, questions de réflexion ou d'application) ; Un lexique français-anglais du marketing. Sur [www.marketing-managem](http://www.marketing-managem)

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