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Sub: Thank you for your endorsement for Marketing Management, 6e.

Dear Prof Muralidhara,

Greetings from SAGE!

On behalf of the authors Prof V S Ramaswamy, Prof S Namakumari and SAGE, we are delighted to send you a complimentary copy of "Marketing Management: Indian Context Global Perspective: 6e" as an acknowledgement of your valuable endorsement to the book.

I would like to extend my sincere gratitude to you for taking the time to review the book and I hope that your association with SAGE will be a long-standing one.

Marketing Management, for the past 35 years, has remained the unparalleled text presenting an India-centric approach to the discipline of marketing. We look forward to this book adding value to the courses you conduct and hope that you will recommend them to your students and colleagues.

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For any specific feedback or suggestions, please write directly to me.

Looking forward to hearing from you.

Sincerely,



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Indian context and simplified language will surely serve business and management students to learn basic marketing concepts applicable to business setting in India.

Dr Prashant Kumar
**T. A. Pai Management Institute (TAPMI),
Manipal**

An ideal textbook for MBA students. The conceptual clarity combined with illustrations and examples from the Indian context makes it interesting to read. Eagerly waiting for the sixth edition from SAGE.

Professor Johney Johnson
**School of Management & Business Studies
Mahatma Gandhi University
Kottayam**

The book is relevant, updated and covers all contemporary issues in an aesthetically pleasing manner. It covers topics that are vital for the fundamental understanding of the marketing discipline. Mini cases and marketing insights add more value to the book and are of immense help to readers. The flow and presentation of the content are logical, interesting and meaningful. The book is a WOW experience for readers and covers every essential component of the marketing discipline.

Professor Himanshu Misra PhD
**UGC-NET, MIBA (BHU), Jaipuria Institute
of Management, Lucknow**

If there is one textbook that provides a lucid, profoundly unhindered and thoroughly holistic peek into marketing from an Indian perspective with a global standard, it is 'Marketing Management' by Ramaswamy and Namakumari.

Dr Manit Mishra
**Associate Editor (Global Business Review)
International Management Institution,
Bhubaneswar**

The case studies discussed in the textbook, like Byju's, open up the current issues even for the professionals and guide the people looking for start-ups. The book embeds the very core of marketing in one's mind. As the concepts have been discussed with local and global inputs, this undoubtedly benefits the student community. I complement the authors for bringing this nice edition on marketing. SAGE publications has brought out the cover page very nicely.

Professor K. G. Muralidhara
Ramaiah Institute of Management, Bengaluru

Refreshing and unique with latest Indian examples and cases! This magnificent text on the theory and practice of marketing is a must-read for all students and practitioners.

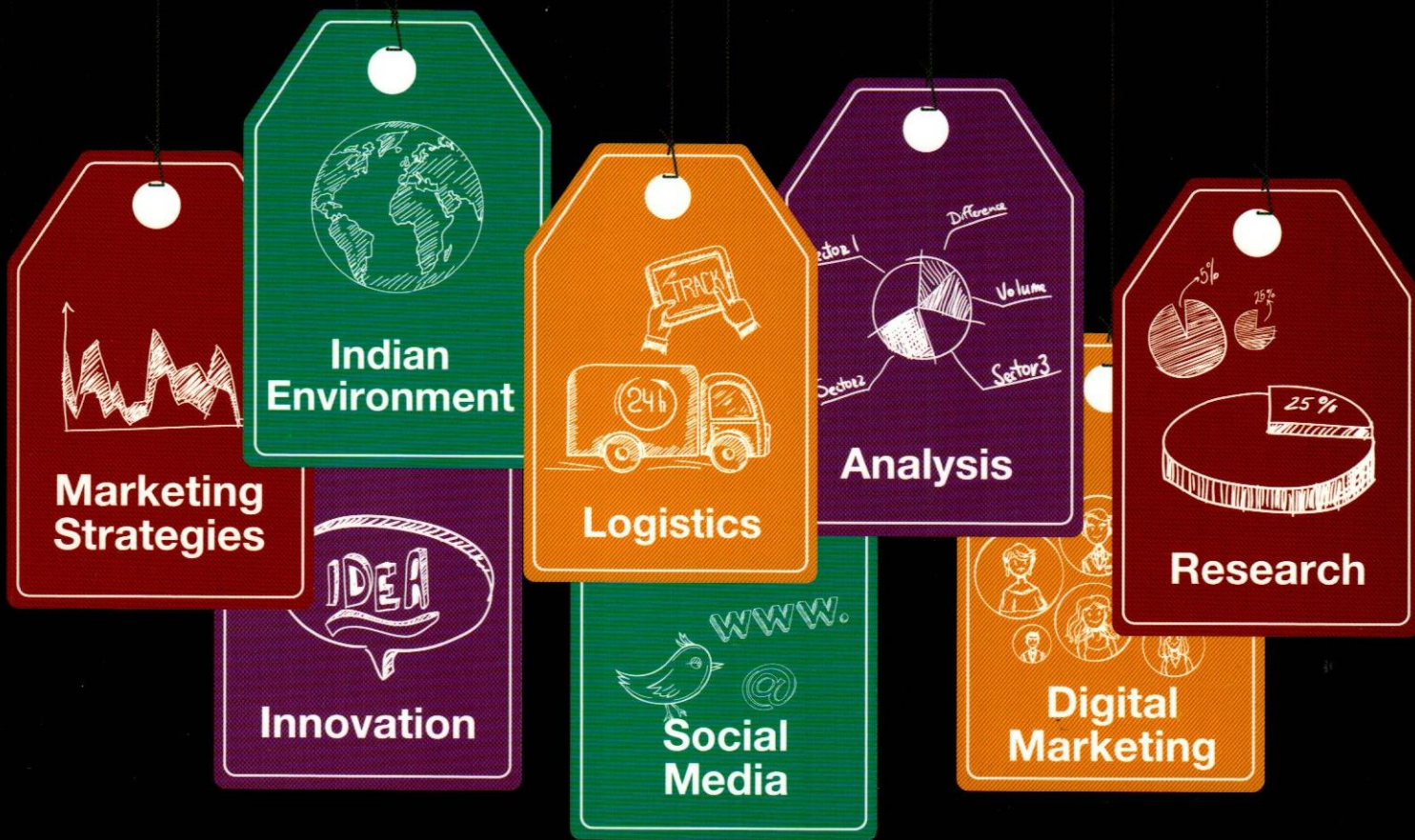
Dr Pravat Surya Kar
**Chair Executive PGDM PT, Goa Institute of
Management, Goa**

At last an out-and-out authentic Indian marketing textbook with contemporary and relevant examples mirroring the Indian environment. A must-have to put a student and marketer on track with the reality of Indian markets, society and culture.

Dr Bandana Chadha
**Amity Business School
Amity University Campus, Noida**

With an excellent opening chapter where marketing is defined from the unique angle of value proposition...the focus on Indian examples and analysis of Indian industry makes the book highly relevant for Indian market.

Dr Shirshendu Ganguli
**T. A. Pai Management Institute (TAPMI)
Manipal**



Marketing Management

6e

Indian Context • Global Perspective

Ramaswamy
Namakumari