

# An Excellent Addition to Your Library!

Released: August 2013

## Dynamics of Competitive Advantage and Consumer Perception in Social Marketing



Part of the Research Essentials Collection

Avinash Kapoor (Management Development Institute (MDI), India) and Chinmaya Kulshrestha (Management Development Institute (MDI), India)

Although social marketing is generally associated with communication activities and mass media, there exists a broader scope of social marketing that utilizes a systematic approach to defining concepts, behaviors, and products for promotion and distribution.

**Dynamics of Competitive Advantage and Consumer Perception in Social Marketing** explores important social issues that call for reform such as healthcare, self-perceptions, and corporate responsibilities to the environment. This publication will guide readers in the understanding and appreciation of social marketing and give insight to how it can be used to positively alter social conscience and create social change.

### Topics Covered:

- Advertising
- Brand Marketing
- Competitive Advantage
- Consumer Perception
- Digital Communications
- Electronic Services
- Social Conscience
- Social Media

ISBN: 9781466644304; © 2014; 247 pp.

Print: US \$175.00 | Perpetual: US \$265.00 | Print + Perpetual: US \$350.00

### Pre-pub Discount:\*

Print: US \$165.00 | Perpetual: US \$250.00

\* Pre-pub price is good through one month after publication date.

**Market:** This premier publication is essential for all academic and research library reference collections. It is a crucial tool for academicians, researchers, and practitioners. Ideal for classroom use.

**Dr. Avinash Kapoor** received a PhD. in Management and an MBA from the R.A. Podar College at the University of Rajasthan, Jaipur, India. He also received his MA and B.Sc. from the University of Rajasthan. As a recipient of the National Scholarship Award, he has more than fifteen years of industry, teaching, training, research, and consultancy experience to his credit. He was the former Dean in JIMS, Jaipur and chairperson of PGPIM at MDI, Gurgaon. Currently he is an Associate Professor of Marketing and Coordinator Consulting at MDI, Gurgaon, India. He has authored books on "Marketing Research," "Marketing Management", and "Branding and Sustainable Competitive Advantage Building Virtual Presence". He has several research papers and articles published in reputed and refereed international journals, and he has presented at numerous research conferences.

## Order Your Copy Today!

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Country: \_\_\_\_\_

Tel: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

☐ Enclosed is check payable to IGI Global in  
US Dollars, drawn on a US-based bank

☐ Credit Card ☐ Mastercard ☐ Visa ☐ Am. Express

3 or 4 Digit Security Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Account #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_