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Systems Thinking and Process Dynamics for Marketing Systems: Technologies and Applications for Decision Management

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Systems Thinking and Process Dynamics for Marketing Systems

Technologies and Applications for
Decision Management



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Increased competition in the global marketplace has created enormous pressure on system implementation, particularly in the field of marketing.

Systems Thinking and Process Dynamics for Marketing Systems: Technologies and Applications for Decision Management describes a holistic approach to monitoring, evaluating, and applying appropriate marketing strategies, and understanding the competition and its future implication on the business of a company. As complexities multiply, the scientific concept of systems thinking and analyzing process dynamics explained in this publication allows marketing firms succeed. The critical issues facing firms today are presented in a thoroughly modern context, laying the foundation for a bright future.

Topics Covered:

- Efficiency Of Managerial Communications
- Market Penetration Strategies
- New Business Philosophy
- Operational Factors
- Organizational Learning Process
- Portfolio Management
- Process Competency Measurement
- Process Dynamics
- Strategic Fit Of Marketing Policies
- Systems Thinking

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

Dr. Rajagopal is a Professor of Marketing at Monterrey Institute of Technology and Higher Education (ITESM), Mexico City Campus and Fellow of the Royal Society for Encouragement of Arts, Manufacturing and Commerce, London. He is also Fellow of the Chartered Management Institute and Fellow of Institute of Operations Management, United Kingdom. He has been listed with biography in various international directories including Who's Who in the World since 2008, and 2000 Outstanding Intellectual of the 21st Century published in 2009 by International Biographical Center, Cambridge UK. He offers courses on Competitor Analysis, Marketing Strategy, Advance Selling Systems, International Marketing, Services Marketing, New Product Development, and other subjects of contemporary interest to the students of undergraduate, graduate, and doctoral programs. Dr. Rajagopal holds Post-graduate and Doctoral degrees in Economics and Marketing from Ravishankar University in India. His specialization is in the fields of marketing management, rural economic linkages, and development economics. He has to his credit 34 books on marketing management and rural development themes and over 400 research contributions that include published research papers in national and international refereed journals. He is Editor-in-Chief of International Journal of Leisure and Tourism Marketing, International Journal of Business Competition and Growth, and International Journal of Built Environment and Asset Management. He is also member of editorial board of various journals of international repute. He has imparted training to senior executives and has conducted 55 management development programs. His research contributions have been recognized by the Government of Mexico, and he has been awarded the status of National Researcher (SNI-level II) since 2004.



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