



# Beyond Consumer Marketing: Sectoral Marketing and Emerging Trends (Response Books)

*J S Panwar*

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Consumer marketing, aimed primarily at the urban middle-classes, has dominated the imagination of marketing strategists in India. However, in the race to capture the consumer sector, some of the crucial and upcoming sectors of the Indian economy, which are gathering considerable momentum after economic liberalization, have escaped a close and rigorous examination.

**Beyond Consumer Marketing** presents a holistic and comprehensive analysis of some these emerging sectors of the Indian economy. It begins with an overview of the present marketing situation in various sectors of the Indian economy. J S Panwar then provides a detailed, micro-level discussion of a variety of key areas including:

- Agricultural and rural marketing
- Services marketing
- Non-profit and social marketing
- Time-based competition
- E-commerce in marketing
- Packaging and branding
- Retailing
- Consumer rights and environment protection



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