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Marketing Information Systems

By Chandra Sekhar Gotlagunta

2012. Hardcover. Book Condition: New. 330 Information Technology (IT) has revolutionized different functional areas of modern organizations. A study on working of Marketing Information Systems (MKIS) is naturally a value addition exercise in the process of systematizing and documentation of Industry practices in India. It is tried to explore the effectiveness of the MKIS in terms of Information Quality. Decision Support and User Confidence and Satisfaction. It is also examined the aspects like Design Technology Effectiveness. Functional Effectiveness, Change Effectiveness User Friendliness, Cost Effectiveness and System Management perspective. Contents:- Contents, List of Figures, Exhibits and Tables 9, Preface 19, Acknowledgements 21, 1. Marketing Information Systems: 25, A Conceptual Frame work, 2. Literature Survey, Objectives and Methodology 56, 3. Marketing Information System in Core Sector 103, 3.1 MKIS in CPCL 103, 3.2 MKIS in VSP 126, 3.3 MKIS in ACC Cement 151, 3.4 Summary 172, 4. Marketing Information System in Chemicals Sector 175, 4.1 MKIS in Neuland Laboratories Limited 175, 4.2 MKIS in Erythro Pharma Pvt. Limited 196, 4.3 MKIS in Biological E. Limited 216, 4.4 Summary 235, 5. Marketing Information System in Services Sector 237, 5.1 MKIS in Antrix 237, 5.2 MKIS in Medinova 259, 5.3 Summary 277, 6. Summary...



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