

# Marketing Cases

## FEATURES

This book contains four sections: Case Study Method, Export Scene of Pakistan, 30 Marketing Cases for Analysis and Teaching Notes on 19 Cases.

## CONTENTS

Section I: Case Study Method

Section II: Export World Cup

Section III: Marketing Cases for Analysis

Areas include: Technology Choice, Product Quality, Tapping Foreign Potential Market, Transportation and Distribution, Branding, Pricing, Managing Change, Reducing High Rejections Rates, Product Line Expansion, Sales Decline and Overcapacity, Entry into New Market, Improving Quality Control, Advertising, International Training, Export Decline, Expanding Market and Office Location, Strategic Management, Search for New Customers, Business Policy, Export

Pricing, Export Channel Management, Export Management: Cost and Pricing Dimensions, Exports Strategy, Selling Problem, Export Trading House, Marketing Strategy, Strategic Management, Product Adaptation and Promoting Products for Exports. Section

IV: Teaching Notes Teaching Notes

for 19 cases are also included to enable the teachers to teach cases and for the students to give presentations. **READERSHIP**

Students pursuing marketing courses in BBA; BBIT: MBA; MBE; MBIT; M.Com; MPA; BBA (Hons.)/MBA (Banking & Finance) and (Insurance & Risk Management); TQM; M/Phil; Ph.D. and other related courses and business executives benefiting from the management development programs.