



## Philosophy of Marketing Management (Paperback)

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By MR Rohit Agnihotri, Rohit Agnihotri

Createspace, United States, 2012. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Psychology gets its leverage from the systematic ways of understanding of the human nature of this discipline and/or attempts thereof. Marketing is all about psychology. Since time immemorial we have been trying to influence other people by getting them to understand and align with the way we feel and think; while the other parties are equally intent on doing the same. To achieve this goal all of us have even used deceptive tools like an all too transparent illusion of free speech and ploys like open society, collective responsibility, participative management and liberated thought. All this time, the undercurrent has always been the one of the serious incessant attempts at influencing and conquering and finally controlling other minds. The psychological aspect of the interaction makes it imperative to seek visual contact in marked preference over other modes of communication. It is difficult to assess the frame of mind of the other person and judge how our submissions are taking effect over a purely audio medium; hence the need for face to face interaction. My resolve and tenacity is...



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