



Marketing for Services Outsourcing

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Synonymous with the emergence of a New Industry in India and in other emerging countries, Marketing for Services Outsourcing lends itself to the application of marketing to warm up customers to take the plunge. This book looks at the principles of marketing applied to the unique requirements and challenges of this industry.

Written from a practitioner's viewpoint, this book will help readers:

Understand Services Outsourcing from a marketing standpoint

View traditional marketing principles through the prism of Services Outsourcing to find closer applicability

Use these adapted principles in the day-to-day decisions they need to take as marketers

Dissecting marketing strategy and implementation through a combination of services outsourcing scenarios, real-world examples and case studies, this book is a ready reckoner for anyone playing a marketing role in this industry.

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