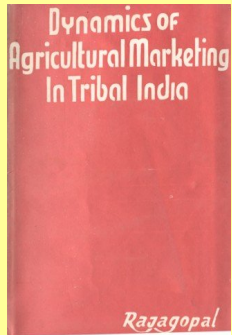


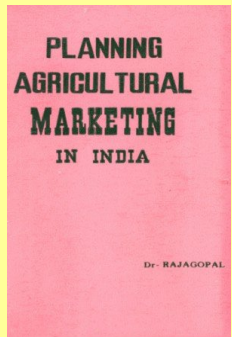
## Annotated References of Books Contributed by Dr. Rajagopal : 1986-2009

(In ascending order)



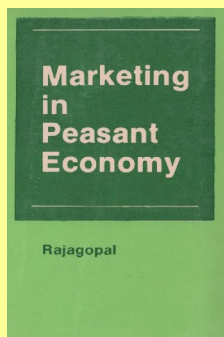
**Dynamics of Agricultural Marketing in Tribal India**, Rainbow Publications, Coimbatore, India, 1986, viii+94 ISBN

The discussion in this book is based on the empirical research conducted in the aboriginal community of Bastar district in India with a focus on practices of marketing of agricultural products. The study examines the existing marketing organizations in the region and their effectiveness in delivering the services to the farmers in order to maximize the economic benefits in trading the farm produce. The book critically examines the role of intermediaries in the agricultural marketing in the region and explores the impact of cooperative intervention. The reference period for the study is 1970-85. (Out of print)



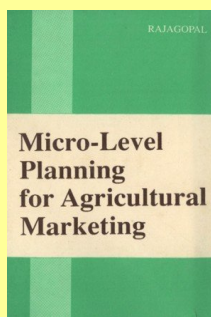
**Planning Agriculture Marketing in India**, Rainbow Publications, Coimbatore, India, 1987, vi+156, ISBN

This book reviews the research contributions made to the agricultural marketing in context to the developing countries during 1950-1980 and analyzes the agricultural marketing policies and practices followed in India. The discussions in the book explore the problem areas in the agricultural trade and offers strategic solutions to overcome the policy drawbacks through implantable economic models. The book has been written for the practicing executives in agricultural and rural development in the region with comprehensive information presented through the Tables and Charts. This book has also served as main text to the post-graduate students of the Rural Marketing and Cooperation subjects in Indian universities. (Out of print)



**Marketing in Peasant Economy : History and Trend**, Manas Publications, New Delhi, India, 1988, vi+248, ISBN 81-7049-022-7

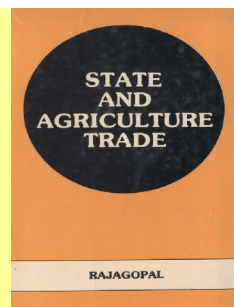
This book gives an opportunity to understand the marketing system of food grain in rural and urban settlements in developing countries like India. The discussions in the book deals with the new approaches for improving the agribusiness towards efficient use of factors of productivity, logistics and distribution of farm produce and farmer friendly marketing environment in developing countries. The text includes the discussion on the flow of commodities, triadic relationship among farmer, intermediary and buyer. The pattern of organizational interventions in the agribusiness in reference to India has also been discussed. By and large the book attempts to provide understanding on the nature and functional aspects of agricultural marketing in India in the primary and regulated markets.



**Micro-level Planning for Agriculture Marketing**, Renaissance Publishing House, New Delhi, India, 1988, viii+228, ISBN 81-85199-28-0

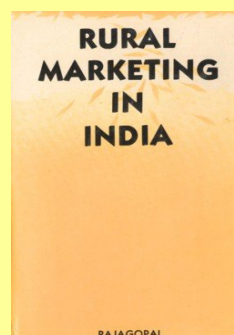
The book reviews the model of agricultural marketing developed in capitalistic and peasant oriented countries and their implications thereof. The discussion in the book presents a strategic approach of planning of factors involved in production and marketing of farm products such as credit supply, input supply, transport, storage and warehousing and market information. The book describes the models of organization and management of above factors has been derived with reference to Indian agricultural economy. The book is divided into ten chapters supported with econometric equations and flow charts. The book provides a wide platform for formulating the need based strategy for agricultural marketing development. This book has been recommended for the post-graduate courses in many agricultural universities in India. Reviews of this book have been appeared in Indian Journal of Agricultural Economics, Indian Journal of Agricultural Marketing and other professional journals in India. The first reprint of this book has been published in 1998.

First Published in 1988  
First Reprint released in 1998



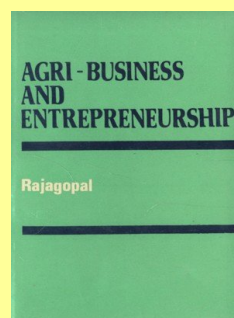
**State and Agricultural Trade**, Renaissance, Publishing House, New Delhi, 1989, xii+156, ISBN 81-85199-33-7

This book delineates the nature of state intervention in food grain marketing in India. The main thrust of the discussion in the book is towards examining the public policy affecting agribusiness activities in the country. The arguments are woven around some public issues which have been raised time and again on efficiency of public intervention in food grain marketing, rationale of state intervention in helping the farmers economically and the out reach of marketing policies of the government. There is a series of development issues discussed and reviewed in the book with reference to the retrospect and prospects of state intervention in agribusiness sector.



**Rural Marketing in India**, Renaissance Publishing House, New Delhi, 1989, vi+151, ISBN 81-85199-34-5

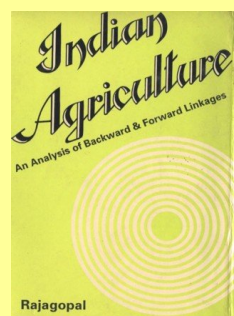
Out of the analysis of the mercantilism in rural areas one of the fundamental questions which emerge is on the role of market in the development of rural economy. This book attempts to make sense of underlying interpretations of development theories and lateral arguments on rural marketing as a change agent in the rural economy. The discussions in the book are netted around the empirical studies conducted in the central provinces of India. This book brings out the rural face in trade and economy at par with the development policies which are being implemented in the region. This book has received enormous popularity among the trainers imparting management development courses to the executives of state and union governments of India and the NGOs engaged in developing rural economy in the country. This book has been appreciated in the reviews appeared in the national business dailies, *The Economic Times* and *Business Standard*. The books has received kudos also in the reviews appeared in the national journals including the government publications like *Kurukshetra*.



**Agri-business and Entrepreneurship**, Anmol Publications, New Delhi, 1990, xii+124, ISBN 81-7041-233-1

This book serves a practical guide for the entrepreneurs seeking to establish business ventures in the agribusiness sector in India. This book provides adequate information on agro-industrial projects required for technical set-up, finance, corporate venturing and strategic alliance at small and medium capital investment categories. The discussions in this book bridge the gaps on information between the government programs on agro-industrial projects and prospecting entrepreneurs towards understanding the project details and set implementation process. The first reprint of the book has been published in 2001.

First published in 1990  
First reprint published in 2001

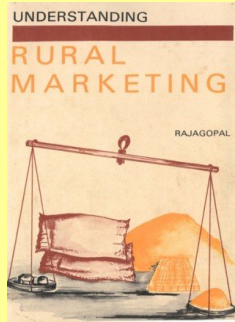


**Indian Agriculture : An Analysis of Backward and Forward Linkages**, Inter- India Publications, New Delhi, 1990, ii+189, ISBN 81-210-0260-5

In developing countries like India agricultural sector has enormous demographic and economic implications. This book discusses the critical factors associated with the backward linkages in agriculture consisting of product factors, infrastructure, research and development, investment and subsidies. The forward linkages are largely discussed in the book in terms of marketing infrastructure, policies and problems. Among various vulnerable issues in agricultural sector the author addresses the input management, total factor productivity, marketing and growth of allied sectors in agriculture as forward linkage. The book analyzes the policies formulated and programs implemented since the First Five Year Plan (1951-56) in reference to innovations in production, plant genetics (high yielding variety seeds), and farm mechanization. The book endorses critically the success and failures of government policies and probes into the issues related to the competitive growth in the agricultural sector in reference to other sectors of the Indian economy. This book has been

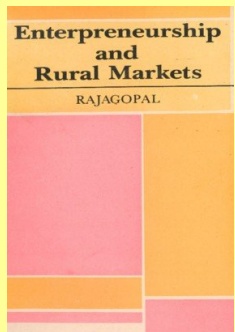
recommended in many agricultural universities as reference book in the post-graduate courses in agricultural economics. The book has earned very favorable reviews in the national journals of repute including *Indian Journal of Agricultural Economics* and *Indian Journal of Agricultural Marketing*.

**Understanding Rural Marketing**, Daya Publishing House, New Delhi, 1991, ix-131, ISBN 81-7035-101-4



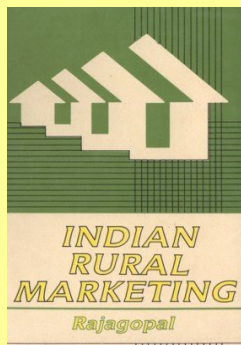
Marketing of rural products is a complex phenomenon. The relationship of the buyer and seller in a rural market is two-way linked as a seller of one product is often a buyer of another in the same market. Thus the transactions are more complex and are worked-out on more on negotiations than the market driven theories. In view of providing a fair transactional environment to both the seller and buyers, there have been many government induced policies are being implemented in India through the rural development agencies of the government and NGO. However, the success of many of the programs of rural marketing appeared to be a far cry due to intervention of many uncontrollable factors. Hence there has been a continuous stress on refining the skills of the executives engaged in implementing such programs. This book offers innovative participatory management games in rural marketing for understanding trade channels, market infrastructure, institutional linkages, monitoring and evaluation. The games illustrated in this book have been applied in many management development programs at National Institute of Rural Development, a government of India organization at Hyderabad (India) and have been well received. The book has also been reviewed with appreciation in the *Economic and Political Weekly*, *Business Standard* and *The Hindu* (national English daily).

**Entrepreneurship and Rural Markets**, Rawat Publications, Jaipur, India, 1992, ix+135, ISBN 81-7033-167-8

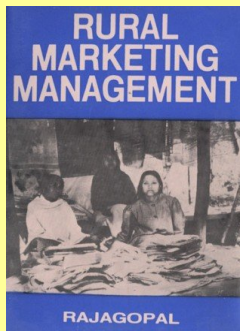


The literature on rural marketing is not very comprehensive and so also on the rural entrepreneurship. The crux of the problem is the inadequate linkages towards rural and commercial infrastructure to support rural marketing. This book explores the innate facts of the rural marketing system in reference to India and discusses the aspects of marketing integration in a phased manner. The concept of market integration has been considered as the thesis of the book. The discussion in the book provides analysis of marketing theories and the code of practice for effective marketing in rural entrepreneurial firms. The write-up in the book is supported with models and inferences drawn from the existing rural trade paradigms. This book attempts to re-discover the old and slumbering facts that had allowed the rural marketing economy to let down largely after the industrial revolution observed in the country.

**Indian Rural Marketing**, Rawat Publications, Jaipur, India, 1993, ii+202, ISBN 81-7033-214-4

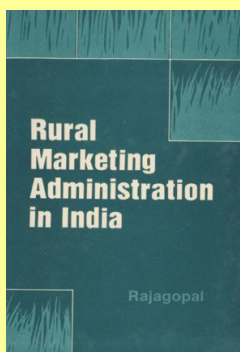


This is a case based book linking empirical evidences on marketing in rural India with the government policies. The cases studies from various regions of the country conducted methodologically have been discussed in book which provides a platform for developing appropriate policy framework in the country. The discussions mainly address the latent issues in rural marketing from the perspective of multi-channel marketing, rural –urban trade linkages and diffusion of marketing technology in the rural areas. The empirical studies presented in the book reflect on the above cutting edges and portray the problems which disallow the modernization of rural marketing system in India. The book also draws attention on the market integration process towards reengineering the complexities in rural marketing system. The cases studies of the book has been extensively cited by many researchers over the period and has been used as case book in the training programs on rural marketing designed for the development executives, NGOs and researchers. The book has received excellent reviews in the exclusive book review journals in India.



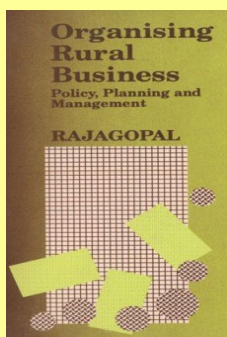
**Rural Marketing Management**, Discovery Publishing House, New Delhi, India, 1994, ii+190 ISBN 81-7141-261-0

This book discusses the effectiveness of the rural marketing programs of the government like District Supply and Marketing Societies (DSMS), Khadi and Village Industries Boards and state specific programs to support the rural marketing activities. The issues of marketing linkages for the beneficiaries of various rural development programs and the policy of DSMS had emerged as prime debate during 1990's in India. There have been different administrative arrangements made to carry state specific programs drawn on the broad policy guidelines of the Union Government of the country. The empirical studies carried in three states form the core of the thesis of the book. These studies represent the programs on rural marketing being administered by government, autonomous organization and people's bodies. The book also argues the strategic fit of the program administration in the rural areas in terms of *green house* and *blue print* management concepts. The studies in this book were supported by the National Institute of Rural Development, a government of India organization located at Hyderabad.



**Rural Marketing Administration in India**, Kaveri Books, New Delhi, 1995, xiii+200, ISBN 81-7479-004-7

This book has been written largely as a post-script of the previous one entitled "Rural Marketing Management, 1994" which focuses the discussion on the feasibility and economic viability of administrative arrangements towards rural marketing. The arguments are woven around the administrative efficiency factors in reference to the three different organizational experiments-government, quasi official and people's bodies, conducted in India. The text attempts to provide the experience of some of the above experiments with focus on business logistics and marketing concepts applicable in rural market economy. The book comprises seven interesting chapters and the cases studies discussed therein have been proved to be good training input for the management development programs in the relevant area. The foreword for this book has been written by Mr. Prabhakar Vanamali, Deputy Director General of National Institute of Rural Development, Hyderabad (India).



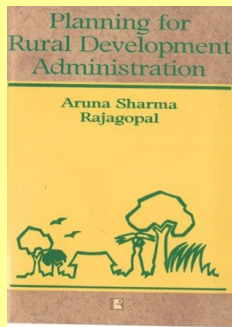
**Organising Rural Business : Policy, Planning and Management**, Sage, New Delhi, 1995, 190, ISBN 0-8039-9200-9 (US) 81-7036-428-0 (India)

*Backed by fieldwork and theoretical rigour, this is a pioneering treatise on one of the most pressing problems that successive governments have ignored—at our peril.*

***Business Today***

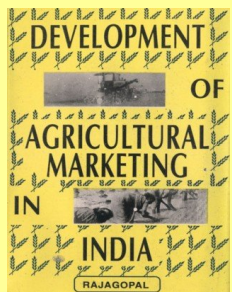
This is one of the most talked books in rural business management, provides insights and methods for the design of alternative marketing channels which can ensure that the optimum economic benefits flow to rural entrepreneurs. Author enunciates a management approach to the marketing of rural products which has so far been an unorganized activity. The discussions in the book covers a wide range of important and pragmatic issues and describes all essential aspects of managing product marketing in rural perspective. The book covers the areas on planning product marketing, conflict management, cooperative marketing, rural retailing, activity scheduling, developing marketing projects and managing trade systems. The foreword to this book has been written by Tushaar Shah, Director of Institute of Rural Management, Anand, India. This book has been recommended by many universities/institutes in India for rural marketing courses which include Universities of Goa, Kolhapur, and XISS etc.

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Also perform search for "Rajagopal, Books on Marketing" in any search engine on internet



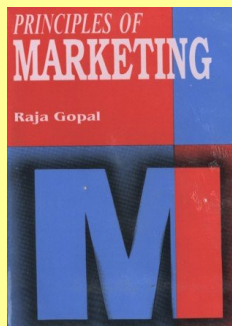
**Planning for Rural Development Administration** (Co-author with Aruna Sharma), Rawat Publishing House, Jaipur, India, 1995, ii+176, ISBN 81-7033-284-1

Rural development is a comprehensive subject but in sense it is complex as authors argue in this book. The rural development administration webbed in a multi-agency system often makes the development issue more intricate. Consequently an administrator spends a long time of his incumbency period in figuring out the procedural path to bridge the nexus between implementation of programs and their end benefits. However, the question remains at its core to justify whether we are following the right path of rural development with a blend of theoretical, applied and management concepts? This book attempts to reach at a prolific dialogue of this long debate. The retrospect and prospects of rural development has been discussed in the book through some of the empirical studies defined as *mini cases*. The arguments presented in this book unveil the other side of the rural development administration and describes what is required for making structural adjustments. The book is divided into nine chapters comprising profile of rural development in India, poverty concept and administrative approach, credit planning and management, MIS in rural development, logistics in decision making, rural development through cooperatives, planning for economic linkages, group dynamics and policy perspectives.



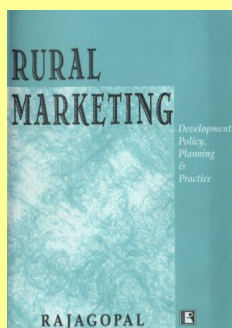
**Development of Agricultural Marketing in India**, Printwell Publications, Jaipur, India, xii+161, ISBN 81-7044-453-6

This book analyses the pertinent issues related to agricultural marketing and attempts to expedite solutions thereof. The text of the book broadly attempts to answer the set of questions that have often been left untouched, such as (i) whether increased marketable surplus has enough support at the existing regulated marketing network, (ii) whether commodity markets are managed efficiently in the country, (iii) whether the cost-benefit is favorable to the farmers, and (iv) whether the infrastructure for agricultural marketing is well knit in the country. The book takes a journey historically to explode the strengths, weakness, opportunities and threats for agricultural commodities marketing.



**Principles of Marketing : Text with Indian Cases**, Chanakya Publications, New Delhi, viii+165, ISBN 81-7001-109-4

This book has been custom developed for the course on principles of marketing for the MBA students at Institute of Rural Management, Anand, India. This book has a blend of concepts supported with 20 corporate case illustrations to enable the applied learning skills. This book was intended to serve the working managers attending short courses towards part fulfillment of post-graduate diploma in management. The book is divided into nine chapter comprising conceptualization, marketing management process, marketing mix, advertisements, advertising and law, organizing for marketing and control, marketing research, MIS and consumer behavior.

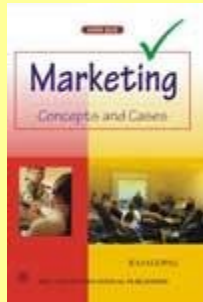


**Rural Marketing : Development, Policy, Planning and Practice**, Rawat Publications, Jaipur, India, xii+251, ISBN 81-7033-469-4

This book presents discussion on integrated approach to rural marketing reaping the results from the past experience and knotting ideas for future in the light of emerging changes in the concepts and approaches in rural marketing. The book presents a good knowledge on the historical perspective of marketing system in India in the first chapter. The second chapter describes the agricultural marketing regulation in the country as being administered by the Directorate of Marketing and Inspection, Government of India. The other chapters discuss the development of agricultural marketing, marketing of fruits and vegetables, cooperative marketing, marketing technology, development of rural marketing (for non-farm products), rural marketing administration and risk management in rural marketing. The book is an outcome of series of management development programs conducted by the author for the

practitioners and courses on the rural marketing and rural business conducted in India at various management institutes. In this entire book presents a comprehensive analysis of marketing theories and applications in rural economic perspectives. This book has received very favorable reviews in many academic journals including the Journal of Rural Development.

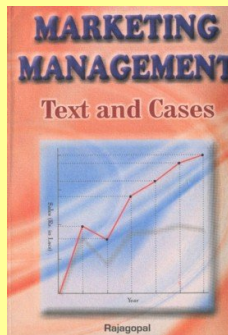
**Marketing : Concept and Cases**, New Age International Publishers Ltd, New Delhi, viii+192, 2000, ISBN 81-224-1154-1



First published 2000  
First Reprint 2007

In the present environment of increasing global competition, marketing has emerged as the key factor in any commercial enterprise. This book explains the basic principles, strategies and activities involved in marketing management. Starting with the fundamental marketing concepts, the book explains the various dimensions of the entire marketing management process. It then discusses the important element of advertising with reference to the relevant legal provisions. Marketing Research is explained in detail along with Research Design and MIS. Analysis and forecasting of consumer behavior is discussed next, followed by an analysis of sales management. Relevant case studies drawn from the Indian context have been presented throughout the book to illustrate the basic concepts and strategies. Flow charts and diagrams have also been included for an easier grasp of the discussion. All these features make this book an excellent text for marketing management students. Professionals and consultants would also find it very useful.

**Marketing Management : Text and Cases**, Vikas Publishing House, New Delhi, 2000, x+303, ISBN 81-259-0773-4



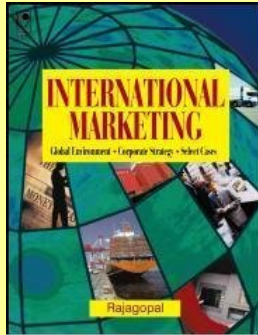
First Published in 2000  
First reprint in 2003  
Second reprint in 2005  
Third reprint in 2006

This book discusses the core themes of marketing from a broader perspective and is set against the backdrop of changing business practices, mega-competition, international markets, tailor-made strategies and all other issues of doing business in the current context. One of the significant highlights of the book is its Indian context and cases. The case studies in the book are drawn from various companies operating in India. Class-tested and concise, the book provides in essence, a blend of marketing concepts and Indian cases. This book has been recommended by the All India Management Board for marketing courses in MBA/BBA programs. Also many universities in India have recommended this book for the courses in marketing for the students pursuing the management degree/diploma. There have been two reprints published in 2003 and 2005.

**Marketing Strategy: Strategy, Implementation and Control**, Rawat Publications, Jaipur, India, 2004, xii+476, ISBN 81-7033-809-3



Marketing strategy is an approach in consonance with the goals of the company to be achieved. Strategic marketing also examines and analyzes the interaction and impact between each major discipline in order to provide applied managerial skills to implement the business plans effectively. This book imparts knowledge and skills for understanding the marketing environment and organizational players, analyzing their strategic business moves and developing appropriate marketing strategies for the clients and organizations. The applied concepts of strategic marketing have been introduced through case analysis with reference to functional issues like customer analysis, competitor analysis and company analysis. The specific learning objectives of the book are to improve understanding on making marketing decisions, analyze industrial marketing environment, develop competitive marketing strategies, develop skills in sales management and enhance know-how on implementation and control of the marketing strategies. In addition to the major cases discussed at the end of the chapters to provide applied orientation and realizing the learning objectives, there are many cases of the multinational companies discussed within the chapters to support major concepts and issues.

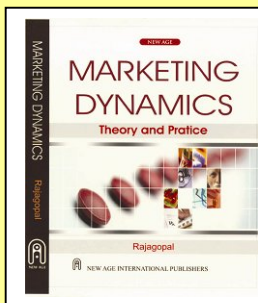


**International Marketing: Global Environment-Corporate Strategy-Case Studies,** Vikas, New Delhi India, 2007, xix+556 ISBN 8125918566

This book caters to undergraduate and graduate students in management schools in India and most Asian and Latin American universities for core or elective paper, and will also prove useful to them as practicing managers since it develops new concepts derived from managerial applications discussed in the cases. Major topics covered in the book are framework of international marketing, international business finance, environmental factors affecting international marketing (social, legal, economic, political and technological), international marketing-mix (product, price, place and promotion), international marketing research, strategies, decisions, organizations, negotiations, modes of entry into international markets, and trade in emerging markets.

The discussion in the book presents marketing strategies with a cross-functional approach to global business operations and unshackled by the traditional views of competition and marketing. Amidst conceptual discussions, it illustrates management situations, is application-oriented and focused on learning through experience. It integrates major marketing paradigms and frameworks underpinning the associated managerial applications. Discussions are designed to arouse curiosity in global marketing functions acclimatizing the reader for increasingly competitive environment to become an effective manager. Additional managerial discussions are laid out in “Focus on International Marketing” boxes. Learning Activities to be carried out in groups have been listed at the end of each chapter along with those aimed at the instructor.

Further details may be accessed at the interactive web site of the book designed exclusively for students and instructors. The web site of the book can be reached at <http://www.vikaspublishing.com/internationalmarketing/default.aspx>

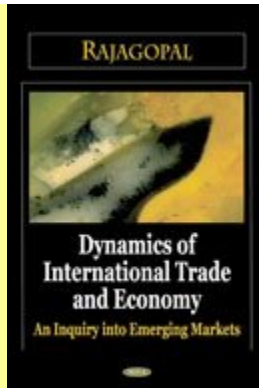


**Marketing Dynamics. Theory and Practice,** New Age International (P) Limited, Publishers (Formerly Wiley Eastern Limited), New Delhi, 2007 ix+411, ISBN: 81-224-1942-9,

This book introduces new concepts and approaches in managing competition and strategies for leading ahead in business. Discussions in this book are focused on contemporary business strategies and present synthesis on competitor analysis, marketing-mix strategies, brand management, marketing research, sales management and innovative marketing integrating with marketing related case discussions in each chapter. Students of graduate and undergraduate levels, pursuing marketing courses would find this book as thought provoking, contemporary and innovative tool of learning. Working managers may find this book interesting as many best practices and corporate strategies have been analyzed throughout the discussions. By applying such ideas as consistency, integration, and leverage, managers may learn, as how bunch of marketing strategies fit into the needs of the marketplace, the skills of the company, and the vagaries of the competition. Finally, this book attempts in aligning the theory and practice of marketing dynamics in a firm.

Chapters of the book include competitive strategy, product strategy, brand strategy, pricing strategy, distribution strategy, promotion strategy, market research, sales management, strategic marketing, and innovative Marketing strategy.

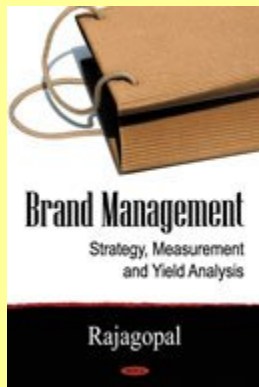
<http://www.newagepublishers.com/servlet/nagetbiblio?bno=001467>



**Rajagopal (2007), Dynamics of International Trade and Economy: An Inquiry into Emerging Markets**, Nova Science Publishers, Hauppauge, NY, 2007 ISBN: 1-60021-707-9

[https://www.novapublishers.com/catalog/product\\_info.php?products\\_id=5697](https://www.novapublishers.com/catalog/product_info.php?products_id=5697)

This book discusses a research analysis based on extensive survey of literature and statistical analysis of the data available from secondary sources and argues the strategic partnership model developed by analyzing the functional gap-map in reference to the political, economic, legal and trade related factors. The analysis emphasizes the evolution of productivity and exports, and discusses factors variability in the transitional economies and emerging markets on the basis of spatial and temporal data. The research study analyzed in the book discusses economic integration between two economies, distinctively one central, with a large local market, and the other peripheral, with a small local market.



**Rajagopal (2008), Brand Management: Strategy, Measurement and Yield Analysis**, Nova Science Publishers Inc., Hauppauge, New York , ISBN: 1-60021-945-4

[https://www.novapublishers.com/catalog/product\\_info.php?products\\_id=6013](https://www.novapublishers.com/catalog/product_info.php?products_id=6013)

This book introduces conceptual understanding of this new framework and prepares a reader to successfully contend with these realities in a brand management or other marketing related position. Ideally, the marketing decisions will be guided by how consumers interact with brands and how they are impacted by new technologies in the marketing field. The discussions on various vital factors of brand management including value proposition for creating a strong brand and the relationship between branding, customer loyalty, pricing and market leadership have been argued on applied perspectives. Learning the principles of brand management, students utilize newly acquired knowledge to build a plan to make products brand leaders. In broad terms, the objective of this course is to develop a managerial perspective regarding brand management and the strategic role of branding. The core emphasis is on the decisions associated with the formulation and implementation of brand management strategy in a strategic marketing context.



**Rajagopal: Globalization Thrust: Driving Nations Competitive**, Nova Science Publishers Inc., Hauppauge, New York , 2008 ISBN 978-1-60456-712-0

[https://www.novapublishers.com/catalog/product\\_info.php?products\\_id=7360](https://www.novapublishers.com/catalog/product_info.php?products_id=7360)

Discussions in this book address the impact of globalization among developing countries towards enhancing international trade and working out effective economic reforms to stimulate overall growth in the country. The role of international institutions like World Trade Organization and various preferential trade agreements among the developed and developing countries has also been analytically discussed in the book. The roles of country specific policies to assure the success of trade liberalization, organizational backing and international concerns have also been analyzed in the book. The readers will find global trade and economic developments illustrated in the each chapter of the book amidst the conceptual discussion. The new concepts on international trade dynamics, economic shifts and international relations among the developing are also strategically focused in various chapters in the book. In all, this book contributes to the existing literature and serves as a learning post to the students and a think tank for students, researchers and diplomats.