

Marketing for Services Outsourcing



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. Academicians and practitioners are looking for a structured knowledge base on services outsourcing readers are bound to find this book highly insightful and riveting. DVR Sheshadri, Adjunct Faculty, IIM Bangalore. I believe this will be extremely useful to industry practitioners and to young people who would like to look at marketing of Services Outsourcing as a career. Sundararajan M, CMO, HCL Corporation This book looks at the IT outsourcing world through a marketer's lens. Recommended as a refresher for senior marketers or as guide for

professionals entering this industry.™ -Jessie Paul, CEO, Paul Writer; held senior marketing positions at Wipro, iGATE and Infosys. “A useful book for the practitioners of the art, science and philosophy of Marketing in Services Outsourcing firms” a good read for the student community at large as well.™ Harish Bijoor, Brand Strategy Specialist and CEO, Harish Bijoor Consults Inc. “Srinivas has effortlessly brought in his marketing experience to highlight all the key marketing concepts and illustrated them with case studies and real world examples.™ G Shainesh, Professor of Marketing, IIM Bangalore “Srinivas has provided a thoughtful and insightful discussion from a marketing perspective on Services Outsourcing, an industry that is very relevant today.™ Srinivasa Prakhya, Associate Professor of Marketing, IIM Bangalore

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Home Sometimes it makes sense to do it entirely in-house while others find value in outsourcing their email marketing efforts. Many times businesses find a balance

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