Preface and Acknowledgements

Marketing strategy represents a set of objectives, policies and rules that guide over a period of time of the company's marketing effort – its level mix and allocation – partly independently and partly in response to changing environmental and competitive conditions. It involves an appraisal of general business conditions in order to determine the size of the total market, the company's share and market segmentation, generation of alternative courses of action and selection of the most appropriate one to achieve the market target.

Marketing strategy has assumed considerable significance in recent years owing to growing competition in the market and changing profile of the consumers' tastes and lifestyles. Business organisations are increasingly becoming market-oriented. All the business activities in the business world are directed towards the customers' satisfaction. Planning in the marketing area is the crux of the comprehensive planning process in most of the companies and corporate success is generally synonymous with marketing success.

A systematic marketing strategy ensures successful survival of an enterprise. The very survival of an organisation depends on
how successfully it balances the needs of its customers with its resources. Marketing strategy provides ways and means of matching customers' needs with the given resources in such a fashion as to meet profit and other objectives. Marketing planning determines what the customers' needs are, how these needs are to be met, what actions on product innovations are to be carried out and what should be its pricing strategy for well sustained market growth.

The researcher, on account of his keen interest in teaching-learning of marketing subjects, has selected the present research problem. It gives a vivid explanation of marketing strategies of Infosys and CMC which are giant IT companies with global prospects. It is a detailed treatise on marketing strategies adopted by Infosys and CMC.

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Ashvine Kumar
Researcher