PREFACE

Since several years back constant studies have been conducted on The Management Information System, Marketing & Information Technology but no fixed or firm result has been found yet which can explain customer Services in varying or constantly changing information scenario. It is found different for different market information services and varies from product to product, person to person, even Demography, Social and Economic wise (regional), status, culture, in the era of Globalization.

There are so many influencing factors that cannot be taken into account at a time and this particular effect of these infinite factors constitute consumer information services. The attribute if a product which one consumer feels positive (+ve) is being felt as Negative (-ve) by another consumer. Even one consumer feels differently for different product and for same product also the brand becomes varying factor. If Information flows properly in market then consumer take right decision at right place at right time.

To Study this complex Marketing & Information Technology network nature, I have carried out a study on the role of Information Technology in Marketing with reference to Globalization.

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