Today, organizations are witnessing an unprecedented change in the environment and facing formidable challenge to their survival and success. The change is caused by the information revolution that has ushered in the knowledge society. The challenge lies in the emergent need for knowing more and adapting quickly to the new environment.

Among the various functions of business organizations, marketing is more sensitive to and interactive with environment. That is why companies are becoming consumer centric and market driven. In this context, questions of interest are: Are they quick in facing the new problems and seeking IT opportunities? To what extent the organizations have taken IT advantage? What is the state of art of the information technology in these companies? Are they benefited by their IT initiatives?

This study focuses on marketing information systems in select companies in core, chemicals and service sectors. It is a modest attempt to highlight the marketing systems and evaluates effectiveness. I hope the study would be of benefit to students, professors and practicing executives.

The study is divided into six chapters.

Chapter 1 presents a conceptual framework and growth of MKIS in India and identifies the research problem.

Chapter 2 makes a survey of literature and establishes objectives and methodology for the present study.

Chapter 3, 4 and 5 describe and evaluate MKIS in select organizations in the chemicals and services sectors respectively.

Chapter 6 summarizes the findings and highlights the suggestions for improving MKIS.