



Marketing management is the art and science of choosing target market and getting, keeping, and growing customers through creating and delivering and communicating superior customer value.

Kotler and Keller

Kerala Agricultural University
Thirissur, Kerala

National Seminar on Academic Inclusion of Librarians in Digital Era & Technology Exhibition

4-5 November 2016, Friday & Saturday

Organized by:
College of Horticulture & University Central Library
in collaboration with **Academic Library Association**