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# THE MULTIDISCIPLINARY PERVASIVE FACE OF BUSINESS MANAGEMENT

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Dr. Firoz Husain  
Dr. Priyanka Bajpai



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# **The Multidisciplinary Pervasive Face of Business Management**

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# PREFACE

The Multidisciplinary Pervasive Face of the company Management talks about many aspects that have to do with running a business.

Business management is a big and always-changing field that covers a lot of diverse areas, such economics, finance, marketing, operations, psychology, and sociology. In today's fast-paced global economy, managers have to do more than just make strategic decisions and lead. It also has to run the firm every day and come up with new ideas. Businesses need to operate in a way that is broad and interconnected because they are always facing new chances and issues.

The book talks about the numerous parts/advice on how to run a business in a world that is continually changing. It illustrates that managers need to know a lot about a lot of various things to solve hard problems. To help the firm do well, a good manager needs to know how to use a range of tools, frameworks, and methodologies. You may do this by making the supply chain better, coming up with strong marketing plans, managing people, or keeping an eye on what's happening in the market.

This book combines theory with real-life events to help readers completely understand all the different components of running a business. In a business environment that is getting more and more competitive, it also underlines how crucial it is to be adaptable, always learn new things, and be able to come up with new ideas.

The purpose of this book is to give future managers the tools and information they need to succeed in a world that is continually changing and connected. With this information, they will be better equipped to lead teams, make sensible choices, and help any firm develop in the long run.

**Dr. Rizwana Atiq, Dr. Firoz Husain, Dr. Priyanka Bajpai**

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**Dr. Rizwana Atiq, Dr. Firoz Husain, Dr. Priyanka Bajpai**

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# **Marketing Strategies for Ventura Sales and Services PVT. LTD.**

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## **Abstract**

With an emphasis on sustainability, this document describes Ventura Sales and Services Pvt. Ltd.'s (VSS) marketing strategies. Businesses today must implement sustainable practices to fulfil their corporate social responsibilities (CSR) and stay competitive, given the increased emphasis on environmental responsibility around the world. The goal of the suggested marketing techniques is to establish Ventura Sales and Services as a long-term leader in its sector. VSS can improve its brand image, draw in eco-aware customers, and boost customer loyalty by combining traditional and digital marketing, sustainability programs, and strategic alliances.

## **Keywords**

1. Sustainability
2. Branding
3. Customer Engagement
4. Digital Marketing
5. Innovation
6. Corporate Social Responsibility (CSR)